

NORTHVILLE TIMES

Time to Play with us. Time to Shop with us. Time to Dine with us.

Northville Downtown Development Authority ~ 215 West Main Street
Tel: 248-349-0345 Fax: 248-305-9049
www.downtownnorthville.com

downtown
Northville



timeless...with a twist

February Calendar of Events

- 4 Detroit Institute of Art Lecture Series
- 6 First Friday Art Walk
- 7 Valentine's Tea
- 17 Business Seminar
- 18 Michael Farrell Lecture Series
- 21 Daddy Daughter Luau
- 21 BaseLine Folk Society Open Mic Night

March Calendar of Events

- 4 Detroit Institute of Art Lecture Series
- 14 Taste of Northville Business Showcase
- 21 Mother and Son Sports Night
- 21 BaseLine Folk Society Open Mic Night



February 1, 2009



Look for the hearts
throughout for
Valentine's Day
events &
gift ideas!

The window display shown in the photo above is provided by Starring "The Gallery" located at 118 W. Main Street. For more information on the red rose artography by Steven Mitchell please contact the Starring "The Gallery" at 248-347-1642.

Seminar To Focus On "How To Select The Right Business / How To Market Your Business In Today's Economy"

Whether you are a current business, someone who is thinking about a new career path, or venturing out on your own many questions may arise. To help alleviate the guesswork the Northville Downtown Development Authority (DDA) is hosting a **FREE** business seminar focusing on "How to Select the Right Business / How to Market Your Business In Today's Economy". The seminar will provide useful steps to take if you are planning to open your own business along with tips for new and current business owners on how to market their business. Featured guest speakers include business experts Mark Cory – owner / operator of Franchise Network (FranNet), Detroit and Paul Bensman – commercial real estate expert and president of "Details In Retail", an organization which provides services / consulting to small businesses and those looking to open a business.

This seminar is **FREE** and open to the public. Those who wish to attend the seminar are asked to RSVP by February 13 via e-mail to jeanne@imjcommunications.com or phone 248-547-5576. Walk-ins are welcome the day of the seminar.

February 17, 2009
Northville Square
133 W. Main
(Main Street level)
6-8 p.m.

2009 AT A GLANCE

Downtown Northville has some great events planned throughout the coming year. Mark your calendars now so you don't miss out. Make 2009 the year to try something new!

Jan- June	Baseline Folk Society, 3 rd Saturday September-May 7-9 pm, Northville Arts Comm., 248-449-9950
March 14	Taste of Northville Business Showcase, NHS, Northville Chamber, 248-349-7640
April 11	Easter EGGcitement, Northville Recreation Dept., 248-349-0203
April 3	Senior Show, Northville Arts Commission, 248-449-9950
April 22	State of Community Luncheon, Northville Chamber, 248-349-7640
April 24	Student Art Show, Northville Arts Commission, 248-449-9950
May-Oct	Farmers' Market, Thursdays, 8-3 pm, at Northville Downs, Northville Chamber, 248-349-7640
May 2	Farm Days-Opening of Maybury Farms, Northville Community Foundation, 248-374-0200
May 16-17	Relay for Life, Northville Recreation Dept., 248-349-0203
May 22-23	22 nd Annual Flower Sale, NCBA/Northville Chamber, 248-349-7640
May 25	Memorial Day Parade 10:00 am, Downtown Northville, VFW, 248-348-1490
May 29	Northville High School Jazz Band Concert, Town Square, Northville Recreation Dept., 248-349-0203
June 10	Northville Chamber Annual Golf Classic, Northville Hills, N'ville Chamber 248-349-7640
June 14-Oct 18	Sundays at Mill Race Village, 1-4 pm, 248-348-1845
June 10	Senior Fest, Northville Senior Center, 248-349-4140
June 19-Aug 28	Friday Night Concerts, 7:00pm, Northville Recreation Dept., 248-349-0203
June 27-28	21st Annual "Art In The Sun", Downtown, Northville Arts Comm 248-449-9950
June-Aug	Tunes on Tuesday Kids Concert, 11-noon, Northville Recreation Dept., 248-349-0203
July 4	Independence Parade 10:00 am, Northville Community Foundation 248-374-0200
July 4	Mill Race Village Independence Day Activities, 10-4 pm, 248- 348-1845
July 8	16th Annual Northville Garden Walk, Country Garden Club of Northville, 248-380-9259
July 28	Northville Grub Crawl, Northville Chamber, 248-349-7640
Sept 19-Nov.8	Maybury Farm Corn Maze, Northville Community Foundation, 248-374-0200
Sept 10-11	Victorian Festival Clothing Sale, Mill Race Village, 248-348-1845
Sept 18-20	21st Annual Victorian Festival, Northville Chamber, 248-349-7640
Oct 3	Ghoultime Gathering, Northville Historical Society at Mill Race Village, 248-348-1845
Oct 11	Cemetery Walk – Northville Historical Society/Mill Race Village, 248-348-1845
Oct 9-10	Oktoberfest – Community Park, Northville Chamber, 248-349-7640
Oct. 18	Pumpkin Walk at Mill Race Village, Northville Recreation Dept., 248-349-0203
Oct 29-30	Spooky Village, Mill Race Village, 248-348-1845
Nov 6	Children's Christmas Workshop Registration, Mill Race Village, 248-348-1845
Nov 13-14	Holiday Home Tour, Northville Community Foundation, 248-374-0200
Nov 20	Hometown Holidays-Holiday Lighted Parade, NCBA/Chamber, 248-349-7640
Nov 21	Hometown Holidays 28th Annual Christmas Walk, Northville Chamber, 248-349-7640
Nov 22	Mill Race Village Christmas Walk, 1-4 pm, 248-348-1845
Dec 4	All A-Glow/Illumination for Education, Northville Mother's Club, 248-348-8764
Dec 4	Candlelight Walk, NCBA/Chamber, 248-349-7640
Dec 5	Children's Christmas Workshop, Mill Race Village, 248-348-1845
Dec 31	Northville Nite, Northville Recreation at Hillside, 248-349-0203

Dates subject to change

FEBRUARY/MARCH CALENDAR OF EVENTS

Detroit Institute of Art Lecture Series

February 4
March 4

We are excited to bring the DIA to Northville in a series of lectures highlighting current exhibitions on the first Wednesday of the month starting February 4. Join us as you learn about the wonderful exhibitions in the comfort of the Art House before visiting and enjoying even more of the DIA's newly installed galleries. *(Topic to be determined)*

Location: Northville Art House
215 W. Cady
Time: 7:30 p.m.
Fee: Requested donation for each lecture is just \$5 per person.
Contact: Northville Arts Commission
248-344-0497 or visit them [online](#)

First Friday Art Walk

February 6
March 6



Valentine's Day is just around the corner and February's First Friday Art Walk is just the place to find something that says "I Love You" for that special someone in your life. Give the gift of art!

Yes it's cold outside, but the atmosphere is warm and cozy in Downtown Northville during our popular art walks. Begin your evening with dinner at one of our many restaurants followed by an evening of browsing through art galleries. Each gallery features a new artist each month often with the artist in house to greet you and show their work.

Northville's participating First Friday art galleries and more are open until 9 p.m. with events beginning at 6 p.m. Many of the galleries along the walk offer complimentary hors d'oeuvres and beverages for their guests as they browse or shop.

The Northville Art House is proud to present an exhibit that celebrates the creativity of fiber arts. From traditional to non-traditional techniques using cloths, fibers and mixed media, this exhibit highlights the unique styles of nine Michigan artists. Featured artists are Ann Avery, Boisali Biswas, Juliana Cerra, Anne Hiemstra, Sidney Savage Inch, Lynn Krawczyk, Jackie Lams, Linda Larsen, and Joan Potter Thomas.



"Deconstruction I"
Joan Potter Thomas

The show will continue through February 22nd during the Art House Gallery hours (Thursday-Sunday, 1-5 p.m.) The Art House is a facility of the City of Northville. Admission to Art House shows is always free and open to the public. Be a part of it!

Northville Art House ~ 215 W. Cady ~ 248-344-0497
www.northvillearts.org



"Pipe Dreams"
Jackie Lams

Starring The Gallery is featuring Jeri Fellwock, a local artist who has shown in the Northville area for many years.

Jeri's early works were done in a realistic manner. Curiosity about different medias and styles led her to experiment with different techniques and ways to make art. Abstract painting began to consume her art world. Presently almost all her works are abstract. She still enjoys and appreciates the beauty of realistic art. By occasionally going back to realism she gains a better appreciation and understanding of all aspects of making a painting.

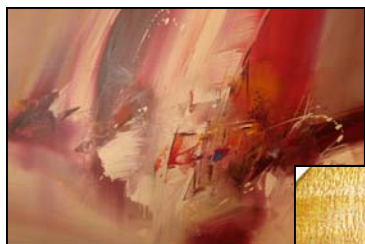


Starring *"The Gallery"* ~ 118 W. Main ~ 248-347-1642
www.starringthegallery.com

FEbruary/MARCh CALENDAR OF EVENtS

First Friday Art Walk . . . continued

Northville Gallery is pleased to announce the acquisition of a fabulous collection of abstract oil paintings. They vary in size, style, and color schemes. Each painting offers a splash of colorful interest as a focal point if placed individually or will partner with other items to complete a décor. These paintings are offered at special discounted prices for the month of



February only. You are encouraged to stop in to Northville Gallery at their new location at 123 East Main to



leisurely browse to enjoy the colors and tactile qualities of these unusual canvas paintings.

Prudy Vannier of

Northville Gallery is again offering beginner classes in decorative painting. Daytime and evening classes are scheduled to begin March 5th and will run for 6 weeks. Prudy covers fundamental techniques, as well as styles and history of the art form. Stop by Northville Gallery to sign up.

Northville Gallery ~ 123 E. Main ~ 248-465-9630
www.northvillegallery.com

Also participating are:

The Tom James Gallery of Fine Art ~ 117 E. Main ~
 248-349-0105



Valentine's Tea February 7



Enjoy an afternoon of desserts, sweets, and beverages plus a brief program on Victorian Tea Etiquette.

Location: Mill Race Village New Church School
 215 Griswold
 Time: 2 - 4 p.m.
 Fee: \$15 members - \$18 non-members
 Reservations required by February 2
 Contact: Northville Historical Society /
 Mill Race Village
 248-348-1845

Michael Farrell Lecture Series The Russians are Coming! ~ February 18 ~ "Russian Painting" March 18 ~ "The Art & Artistry of Carol Faberge"

Join us for our on-going lecture series with renowned art historian, Michael Farrell, as we journey to Russia the 3rd Wednesday of January, February, and March!

Location: Art House
 215 W. Cady
 Fee: Adults \$10 per lecture
 Students \$5 per lecture
 Contact: Northville Arts Commission
 248-344-0497 or visit them [online](#)

Daddy Daughter Luau ~ Ages 3 and up February 21

Aloha! Grab your Hawaiian shirts and sunglasses and join us for our 25th Annual Daddy Daughter Dance. We'll have crafts, snacks, and a DJ so you can dance the night away! Tickets will sell fast, so hula over here and buy yours today!

Location: Northville Community Senior Center
 303 W. Main
 Time: 3-5 pm & 6-8 pm
 Fee: \$8/person
 (Photo packages are available for an additional fee)
 Contact: Northville Parks & Recreation
 248-349-0203 or visit them [online](#)
 for registration information

FEBRUARY/MARCH CALENDAR OF EVENTS

BaseLine Folk Society Open Mic Night

February 21
March 21

The Society meets the 3rd Saturday of each month, January through May. An emcee serves as a featured performer and gets 30 minutes to perform. The rest of the evening is "open mic" with up to five other performers receiving 15 minutes or performing three songs of their choosing. Performers are selected on a first-come first-serve basis. The Art House opens around 6:15 p.m. for sign up.

Location: Art House
215 W. Cady
Time: 7—9:30 p.m.
Fee: \$5 donation
Contact: Northville Arts Commission
248-344-0497 or visit them [online](#)

Taste of Northville Business Showcase

March 14

Information on this event will be posted on the DDA website calendar as it becomes available or in the March newsletter.

Location: Northville High School
45700 Six Mile Road
Contact: Northville Chamber of Commerce
248-349-7640 or visit them [online](#)

Mother and Son Sports Night - Ages 5-9

March 21

A jam-packed sporting event for sons and moms. Activities may include any of the following: soccer, lacrosse, volleyball, pickleball, floor hockey, basketball, football, and tee-ball along with a few surprises! Price includes pizza, beverages, and prizes. Pizza will be served at 6 p.m.

Location: Northville Community Senior Center
303 W. Main
Time: 5-7 p.m.
Fee: \$20/couple, \$5/additional child
Contact: Northville Parks & Recreation
248-349-0203 or visit them [online](#) for registration information

Thank You from The UPS Store

The UPS Store
143 CadyCentre
248-344-1980
www.theupsstore.com

The UPS Store would like to thank all my generous customers for donating \$1,027 for the Toys for Tots Literacy Program over the Christmas season. This was the second highest total in the Michigan UPS Store community (95 stores in Michigan). It's a pleasure to have a business in a community that can be so generous, even in these challenging economic times.

Mike Ladwig
Owner, The UPS Store

The DDA would like to welcome two new salons to Downtown Northville.

New! Salon Tré Bella V
105 N. Center
248-305-9850

Salon Tré Bella V celebrated their arrival in Downtown Northville with a Grand Opening celebration on Friday, January 30th, complete with an official ribbon cutting by Mayor Christopher Johnson.



With its European-inspired décor, Salon Tré Bella V holds true to its meaning of beautiful with a name inspired by the owner's three beautiful daughters whose names all start with the letter V.

Salon Tré Bella V is a full service hair salon and also offers manicures and pedicures, facials, waxing, and make-up services. The salon is open Mondays (9 a.m.-7 p.m.), Tuesdays-Fridays (8 a.m.-8 p.m.) and Saturdays (8 a.m.-5 p.m.). For more information or to make an appointment call 248-305-9850.

NEWS AND EVENTS

New! Northville Nail Boutique

103 E. Main
248-449-8890

Just like the search for the perfect pair of shoes, finding a great manicurist can be frustrating. Well search no more . . . you'll find one at the newly opened Northville Nail Boutique.

Open since December 26th, the boutique feels right at home in Downtown Northville and the experienced and friendly staff make it a priority to make their guests feel right at home. Northville Nail Boutique offers hand-care services for women, children, and men; foot-care services, French and American manicures, and pedicures all at affordable prices. The salon uses only quality brand name products such as OPI & Essie.



Northville Nail Boutique is open Monday - Wednesday (10 a.m.-7 p.m.), Thursday (10 a.m. - 8 p.m.), Friday (10 a.m.-7 p.m.), and Saturday (10 a.m.-6 p.m.). For more information or to make an appointment, call 248-449-8890.

Relocated! The Bee's Knees

149 E. Main
248-347-6718
www.thebeeskneespottery.com

Visit the Bee's Knees in their new location, just two doors east of their previous location.

Relocated! Monroe Bank and Trust

201 E. Main
248-449-3700
www.mbandt.com

Monroe Bank & Trust announced that it relocated effective January 26th to the original Main Street Bank location at 201 E. Main Street. The new "old" location is convenient for customers and was made primarily because the amount of space is more appropriate for the branch operation. Monroe Bank and Trust is pleased to be part of the vibrant Northville community, looks forward to serving current customers, and establishing new community banking relationships.

Pendleton Shop

117 N. Center
248-596-9820
www.pendleton-usa.com

It's been 100 years since our first blanket rolled off the loom in Pendleton, Oregon. To celebrate this anniversary, we're giving you the opportunity to win a Pendleton Blanket that tells the story of your family.

Share your family's story and you could win a blanket designed just for you. The winning entry will be called the *Spirit of the Family Blanket*, inspired by the story you tell. Pendleton will weave 12 blankets for you to share with your family and friends. Enter today and you could receive this unique gift from our Pendleton family to yours.

Here's how to enter:

- Tell us in 500 words or less the unique story of your family, your history, and what makes your family so very special.
- Be creative ~ A panel of Pendleton judges will select the winning entry based on creativity, originality, and authenticity. You may send us up to three family photos to make your story come alive.

Entry forms are available at Pendleton at 117 N Center or online at www.pendleton-usa.com. Entries must be received by April 30, 2009. For further information please call 248-596-9820.

NEWS AND EVENTS

Paws Total Pet Studio

102 E. Main
248-449-2700 (New number)

First time clients may enjoy \$10 off grooming services or returning grooming customers receive \$5 off for mentioning this ad.

Sale! Receive 15% off already marked down prices on all winter jackets/sweaters. It's a savings of 60% or more on most items!

Urban Blues

114 W. Main
248-344-9000
www.urbanbluesdenim.com

Sale! Enjoy a savings of 50 - 75% off all winter merchandise through the end of February including premium denim at 50% off. We also have a jean rack with \$70 jeans.

New spring merchandise arrives the end of February!

Starring "The Gallery"

118 W. Main
248-347-1642
www.starringthegallery.com

Wrap yourself in a warm winter scarf or wrap, now selling for 50% off the lowest price marked.



Starring "The Gallery" is recognized for its extensive selection of local and international art and gifts. Featuring both established and emerging artists. The artwork is sophisticated and diverse and includes painting, sculpture, ceramic, wood, metal, crystal, glass, jewelry, and countless gift ideas that represent an eclectic appeal. Great Valentine gifts for both men and women.

Residential Design Consulting, Inc.

120 West Main Street, Suite 201
248-449-8244

Residential Design Consulting, Inc. has recently relocated its offices to Downtown Northville. We are settling in and continue to offer our unique **design to build to finish** experience. For the month of February we are offering free design services with a signed contract on any bathroom remodel. Considering expanding or improving your current home - give RDC, Inc. a call!

Oasis Tropical Tanning & Rejuvenation Spa

133 W. Main, Suite 251
248-305-5482
www.oasistannorthville.com

Now through February enjoy a savings of 1/2 off unlimited monthly packages for a full month of tanning.

Level 1 ~ \$22.50 ~ for the tanner who wants to gradually build a tan.

Level 2 ~ \$50.00 ~ for the person who doesn't have a lot of time to build a tan and may have a special engagement or vacation coming up.

Level 3 ~ \$60.00 ~ for those who need instant results, are experienced tanners, or have darker skin and don't usually burn.

The difference in levels is based on wattage from 100 - 160watts. Also the higher the level, the more facial tanners in it.

Also available is UV free spray tanning by VersaSpa, which is an open concept booth, a very comfortable way to get an instant tan UV free. Three multi session are now \$90.00, regularly.\$126.

For a more youthful appearance try our Prosun Anti-Aging Rejuvenation Bed for only \$50/month. This process reduces the signs of aging by using completely natural wavelengths to help the skin cells produce collagen and elastin, reducing fine lines, wrinkles, and redness.

Full bottles of tanning lotion are now available for 1/2 off.

Just arrived! ~ a new warming, dual bronzing lotion from Supre.

Oasis Tropical Tanning is an independent consultant for Seriese skin care.

Northville Candle, Gifts & Cards

124 N. Center
248-380-7059
www.northvillecandle.com

The Yarn Boutique's knitting and crochet classes (located inside Northville Candle & Gifts) are a big success with full classes each session. The addition of instructor Tina Shefferd and her original designs add a great look and feel to the Yarn Boutique. We have Crystal Palace supplies and are expecting a new shipment of Brown Sheep yarn any day. Call for more information or stop by our store.

NEWS AND EVENTS

Pear-aphernalia

184 E. Main
248-596-1430

Tired of the cold and snow? Stop in at Pear-aphernalia for an "injection" of spring. We have shed the winter doldrums and brought the spring's cheery and sunny look into the store.

What's New:

- For Valentine's and St. Patrick's Day we have "Cupid Crunch" & "Irish Crunch" from the South Bend, Indiana Chocolate Co.
- Expanded Lakeshore Candle Company's product. Come and see these soy-based candles made in Zeeland, Michigan!
- For those who have been asking, Easter and spring merchandise now on display.
- Added to our inspirational line of merchandise with items appropriate for First Communion and Confirmation along with other spiritual items.
- New merchandise arrives daily. (We recently returned from a buying trip!)
- Celebrating 3 years at our Main Street location this February (7 1/2 years total in downtown)! **A big "Thank You" to our loyal customers!**
- Welcomed an additional consignment floral designer this past week. Carol has been well received!

We look forward to your visit!

Spring Sale

Goody Two Shoes

124 E. Main
248-465-0900

www.shopgoodytwoshoes.com

Goody Two Shoes cannot wait for Spring! So we're having our spring sale now. BOGO on ALL Stride Rite Shoes and 25% off all New Balance Shoes.

Thank you for voting for Goody Two Shoes in the WDIV TOP 5 Kids Shoes in Detroit and also Winning the NICK.COM parents pick for Kids Shoes in Detroit!

NEW SERVICE! After hours appointments are now being taken. Call to make a private shoe fitting appointment.

WE ARE OPEN LATE! Monday - Friday 10 a.m.-7p.m. Plenty of convenient street parking after 6 p.m.!

As The Page Turns

149 N. Center, Suite 102
248-912-0085

[www.sales@asthepageturns.biz](mailto:sales@asthepageturns.biz)

As The Page Turns Bookstore & Gallery is teaming up with Sylvan Learning Centers and the NEA. As The Page Turns bookstore is promoting: Buy 1 book and receive 10% off, buy 2 books and receive 20% off, buy 3 books and receive 30% off.

"Just as the fun words of Dr. Seuss make children want to turn the pages again and again, NEA's **Read Across America** revs up young readers by showing them that reading can be fun—one rhyme at a time," said NEA President Dennis Van Roekel. "Part of **Read Across America's** phenomenal success is its diverse participation from more than 45 million readers nationwide. With Sylvan Learning's help, our commitment to building a nation of readers can be realized." From coast-to-coast, Sylvan educators will join with teachers, students, and parents to encourage a love of reading in local communities by creating reading events to literally read across North America! To find out what's happening when Seuss is on the loose, visit www.SylvanLearning.com/ReadAcrossAmerica. Locally, at Sylvan Learning of Novi, the occasion will be celebrated with a reading contest that will run throughout the month of February. On March 2, 2009, the center will celebrate with a cupcake party for Dr. Seuss and will draw a winner from *The Cat in the Hat's* hat. Sylvan will donate a book from **As the Page Turns Bookstore & Gallery**, in the winning student's name to his school library. The winning student will also win a gift card for a book of his choice from **As the Page Turns Bookstore & Gallery**.

WDVD On Air Promotion

This Valentine's Day, the Northville DDA is highlighting the shopping and dining opportunities in Downtown Northville on WDVD (96.3 FM) with spots running the week of February 9th. To accompany the ads, the station is providing an on-air promotion with a week of on-air giveaways during the station's morning show (Blaine & Lisa with Allyson). The giveaways will also take place during the week of February 9th and each day Monday-Friday will feature an opportunity for a lucky listener to win a restaurant gift certificate donated by the following restaurants in Downtown Northville. Many thanks to the following restaurants who donated certificates:

[Little Italy](#) ~ [Tirami Su](#) ~ [Genitti's Hole-in-the-Wall](#)

NEWS AND EVENTS

Free Delivery on Valentine's Day!***Edwards Café & Caterer**

115 E. Main
248-344-1550
www.edwardscaterer.com



Place your order now through February 12th for a special Valentine's Day dinner with free delivery to your home. Enjoy a fabulous dinner without all the hassle of reservations, babysitters, etc. Your meal can be delivered hot, ready to serve or cold with heating instructions. Meals will be delivered in foil pans ready for you to transfer to your dishes. Please allow a minimum of 48 hours advanced notice when ordering. Orders can also be picked up at our café between 8am and 5pm.

CHOOSE FROM THREE FABULOUS DINNERS!**Lady and the Tramp / \$15.25 per person**

Al dente angel hair pasta smothered with a rich cabernet tomato sauce topped off with house-made meatballs and fresh parmesan cheese. Served with a classic Caesar salad and melted cheesy garlic bread. Finish the dinner off with a tiramisu tower for dessert.

That's Amore / \$21.50 per person

Your choice of sliced, herb-marinated chicken breast or succulent garlic shrimp atop penne rigate drenched in a garlic infused chardonnay cream sauce. Served with roasted zucchini and cherry tomato parmesan. Paired with a salad of mixed greens, cucumber, toasted walnuts, herb-encrusted boursin cheese and balsamic vinaigrette. For dessert, a chocolate raspberry cheesecake heart for two!

Rendezvous for Two / \$28.00 per person

Petite filet of beef drizzled with a cabernet tarragon reduction, with rosemary roasted Yukon potatoes and parmesan asparagus bundles. Enjoy a mixed green salad with pistachio encrusted goat cheese, citrus sections and pomegranate seeds with sherry vinaigrette and a balsamic glaze, served with a toasted sourdough baguette and herbed butter. To end the perfect meal we've added a duo of mousse filled chocolate hearts, one with chocolate mousse and berries and the other with vanilla bean cream and fresh fruit.

*For free delivery:

- You must order at least two dinners from our Valentine menu.
- You must live within a 5 mile radius of Edwards Café. Additional charge of \$1.50 per mile after 5 miles.

- Delivery times are on a first-come, first-serve Basis with the latest delivery time being 7p.m.

Also at Edwards ~ Check out the new class list. We have added a few classes to our March line up ~ Fun with Fondue ~ Breads and Rolls ~ Desserts. Check them out [online](#).

Celebrating 13 years**Chocolates by Renee**

118 E. Main
248-349-6362
www.chocolatesbyrenee.com

We are always cooking at Chocolates by Renee! Our parties are more popular than ever. Children can create their own creation while enjoying themselves in a child friendly, fun filled, chocolate kitchen.

We are also busy with Boy & Girl Scout Chocolate classes. They can earn badges while making a chocolate creation.



St. Valentines Day means we have created special treats for your loved one. We have chocolate handcuffs, foiled hearts, and chocolate cigars!

February 9th we will celebrate our 13th year as owners and the store will have been in business for 18 years. We are pleased and honored to be part of the Northville Family.

gg boutique @ Northville Square

133 W. Main
248-348-4442



gg means great gifts for great girls! Valentine gifts at great prices! Jewelry, purses, candy, soaps, candles, and more; lots to choose from!

Don't forget your "sweetie" on February 14th Open: Monday - Saturday 10 a.m. - 5 p.m.

NEWS AND EVENTS

New Hope Center for Grief Support

113 E. Dunlap

248-348-0115

www.newhopecenter.net

Ward Presbyterian Church is sponsoring an eight week grief workshop, *From Grief to New Hope* beginning on February 9th. This free workshop is open to the community and will be presented by Cathy Clough, Director of New Hope Center for Grief Support. Each session will begin with a presentation about one aspect of grief followed by small group participation led by trained facilitators. Attendees will be placed in groups with others who have had similar losses. The workshop will meet for eight consecutive Monday nights from 7:00 - 8:45 p.m. at Ward Church located on 6 Mile & Haggerty Roads in Northville. For registration information call Barb at Ward Presbyterian Church at 248-374-5943. For information about other age and loss specific grief support groups offered by New Hope Center for Grief Support call 248-348-0115.

Harry J. Will Funeral Home is sponsoring a monthly series entitled *From Grief to New Hope*. This is open to the public and is sponsored by New Hope Center for Grief Support. It will be held the third Tuesday of every month at the Sunrise Senior Living Center (734-420.4000) in Northville and begin at 7 p.m. The first session is February 17th and deals with the grief journey. Subsequent topics will include "Anticipatory Grief," "Anger, Guilt, Depression" and "Moving on with New Hope". For information contact New Hope Center at 248.348.0115.

RICKY NELSON REMEMBERED comes to the Village Theater at Cherry Hill in Canton, Michigan on March 27th. This performance will benefit the non-profit bereavement outreach work of New Hope Center for Grief Support. New Hope is kicking off their tenth anniversary year with this exciting performance.

RICKY NELSON REMEMBERED is presented by his twin sons, Matthew and Gunnar, who wrote the 90-minute program as a tribute to their "Pop." These young men sing all their Dad's hits interwoven with family film and outtakes from the Ozzie and Harriet television show. They tell background stories to help the audience remember and appreciate what was happening as their Dad wrote many of his top hits, including "Garden Party." The Nelson's have recorded under their own rock name, Nelson, and are the third generation of America's only family to have three successive generations with number one musical hits. The evening starts with champagne cocktails and finger desserts at 7:00 p.m.

Patrons will be seated starting at 7:40 p.m. for an 8:00 p.m. performance. Matthew and Gunnar choose to remain after all of their performances to meet any guest who wants to say hello or get an autograph. For tickets, phone the Village Theater box office 734-394-5300, or purchase online at www.canton-mi.org/villagetheater. Tickets are \$52 and a portion of your ticket purchase is tax-deductible.

New Hope Center for Grief Support is a 501(c)3 non-profit offering grief support to anyone who calls 248-348-0115. Information is also available [online](#).

Northville District Library

212 W. Cady

248-349-3020

www.northville.lib.mi.us**February Events**

Please call the library to register.

February 4 ~7 p.m.**Now From the White House...a Press Conference with Abraham and Mary Todd Lincoln**

See the Lincolns in first person, sharing anecdotes about daily life, political intrigue and more, presented by Michigan actors Fred and Bonnie Priebe. The entire family will enjoy this presentation in honor of the Bicentennial of Abraham Lincoln's birth.

February 7 ~ 10 a.m.**Genealogy for Beginners**

Interested in learning more about your ancestors but not sure how to begin? The Northville Genealogical Society presents this free class on how to get started.

February 23 ~6 – 9 p.m.**Investor Education @ Your Library**

Presented by Friends of the Library. This free, non-commercial program is designed to help individuals make informed investment decisions, and focuses on basics of stocks, bonds and mutual funds, as well as saving for college and retirement. Sponsored by the Investment Protection Trust and the American Library Association. One-on-one investment counseling is available at the end of the presentation.

NEWS AND EVENTS

Scottie's Kitchen

149 N. Center
248-344-7990
www.scottieskitchen.com



We have a nice assortment of Valentine Sprinkles and cookie cutters in stock, along with some new spring and Easter cookie cutters. There is also a new Michigan cookie cutter that includes the Upper Peninsula.

Scottie's Classes

All Classes are demonstration method, unless otherwise indicated. Please visit our [website](#) for more information on classes or to make reservations or, you can call the shop directly at 248-344-7990. All reservations need to be made at least two days prior to class. If we do not have the minimum of 8 people in a class, the class will be cancelled.

February Classes

February 3 ~ PIZZA ~ 6 - 8 P.M. ~ \$40.00 ~ Taught by Mary Spencer.

February 5 ~ WINTER IN THE FRENCH COUNTRY SIDE ~ 6 - 8 P.M. ~ \$40.00 - Taught by Mary Spencer.

February 11 ~ SLOW COOKER MEALS ~ 6 - 8 P.M. ~ \$40.00 - Taught by Mary Spencer.

February 13 ~ CASSEROLES ~ 6 - 8 P.M. ~ \$40.00 ~ Taught by Mary Spencer.

February 18 ~ VEGETARIAN ~ 6 - 8 P.M. ~ \$40.00 ~ Taught by Chef David Porier.

February 20 ~ SUSHI ~ 6 - 8 P.M. ~ \$40.00 ~ Taught by David K.

February 24 ~ ITALIAN RIVIERA ~ 6 - 8 P.M. ~ \$40.00 ~ Taught by Mary Spencer.

Tuesday 26 ~ BREADS ~ 6 - 8 P.M. ~ \$40.00 ~ Taught by Mary Spencer.

Edward Jones Investments

117 E. Dunlap
248-348-5573
www.edwardjones.com

Brian Hanley Takes Over Local Edward Jones Office

"We're very proud to have Brian represent us in Northville," said James D. Weddle, the firm's managing partner. "The people of this community have grown to rely on our firm for their investment

needs, and I am confident Brian will continue our outstanding tradition by providing one-on-one service to our clients."

Hanley said he is enthusiastic about taking over the office. "I joined this firm because I was impressed with its commitment to individual investors," he said. "Now I'm looking forward to meeting with the individuals here to help them meet their financial goals."



Kristina Wittner is serving the branch office as branch office administrator. "I am very excited about working with Brian," said Wittner. "Together we will provide investors with unparalleled personal service."

Edward Jones provides financial services for individual investors in the United States and, through its affiliates, in Canada and the United Kingdom. Every aspect of the firm's business, from the types of investment options offered to the location of branch offices, is designed to cater to individual investors in the communities in which they live and work. The firm's 10,000-plus financial advisors work directly with more than 7 million clients to understand their personal goals -- from college savings to retirement -- and create long-term investment solutions that emphasize a well-balanced portfolio and a buy-and-hold strategy. Edward Jones embraces the importance of building long-term, face-to-face relationships with clients, helping them to understand and make sense of the investment options available today. Edward Jones' headquarters is in St. Louis. The Edward Jones interactive Web site is located at www.edwardjones.com, and its recruiting Web site is www.careers.edwardjones.com. Member SIPC.

DDA News is Online

Past and current issues of the DDA Newsletter are available on the [DDA website](#).

The DDA office is open Monday through Friday 9:00am—4:30 pm.

Lori M. Ward, AICP
DDA Director
loriwarddda@comcast.net

Cindy Abar
Administrative Assistant
cabardda@comcast.net

215 W. Main
Northville, MI 48167
Phone: 248-349-0345

MERCHANT INFORMATION

Business Assistance Plan

Letters were mailed to all businesses in late December with information regarding the next cycle of the Business Assistance Program. Applications are due in the DDA office by 4 p.m. on February 27, 2009. Information on the program can be found on the DDA website (www.downtownnorthville.com). Please click on the Business Assistance Program link in the left hand margin.

Please make sure your application is complete. Please do not wait until the last minute to turn in your application. I would be happy to review your application at any time to make sure you have included all the necessary information. Please call the DDA office at 248-349-0345 if you have questions.

NCBA

The NCBA meets the second Tuesday of each month with the next meeting scheduled for February 10th. All meetings are held at 8:30 am in Meeting Room A on the lower level of City Hall. Join in and be heard!

Elections for 2009 officers were held at the January meeting. New officers are:

President, 2 year term
David Cole
Great Harvest Bread Company

Co Vice Presidents
Jim & Prudy Vanier, 2 year term
Northville Gallery

Secretary, 1 year term
Theresa Berent
Solid Grounds Coffee House

Co Treasurer, 1 year term
Maria Vassiliou & Laura McQueen
Simply Wine

The **Retail Mastery System** is now available for loan through the DDA office at no cost to you. The Retail Mastery System covers all 11 critical elements of running a retail store.

How to use the kit

The kit includes a variety of learning tools:

- **DVD of the Live Workshop** – Gives you the same feeling as being in the room with Bob or Susan Negan as they worked with stored owners and managers.
- **Audio disks** – The audio track on the CD is

- exactly the same as the audio on the DVD – but you'll be able to play it in your car or rip it to your iPod or other MP3 player.
- **MP3 Disk** – contains complete contents of the audio CDs in MP3 format
- **Written reports and examples** – The written reports include information that is hard to present in a live workshop.

How to borrow the Retail Mastery System

The System is available in the DDA office with disks available for loan for a period of 1 week. Each person will receive a copy of the written contents pertaining to the component they select to borrow. This will be your copy to keep. Here's what you need to do:

- Select the desired listening/viewing format.
- Please call Cindy Abar at 248-349-0345 or e-mail to cabardda@comcast.net to reserve the desired component.
- One component per person will be available for loan at a time.
- More than one person from a business may borrow a component at the same time
- If the borrowed disks are not returned a fee (TBD) will be charge to cover replacement costs.
- An NCBA membership is not required.

The 11 elements are:

1. Assortment Planning – A better merchandise assortment equals better sales, higher margins, few markdowns, and higher profits. In this module you'll discover:

- Why a great assortment plan dramatically increases customer satisfaction, loyalty, and repeat sales.
- Why assortment planning is the first step in eliminating the dogs and putting your money on the winners.
- How to take markdowns with as little pain as possible.

2. Customer Service

- How to turn a complaint into a powerful, positive customer experience.
- The basic needs of customers and the most efficient way to meet them.
- How to dramatically improve customer satisfaction by using specific, confidence boosting words.
- That great customer service is not an accident.

3. Electronic Marketing – Harness the power of the internet to build your business. You can use email marketing and your website independently, but this kit will explain why they go together like pancakes and syrup.

MERCHANT INFORMATION

4. Financial Management – As an owner or manager of your store, financial management is one of your most important responsibilities. In this module you will learn:

- How to keep a finger on the pulse of your business in less than 10 minutes a day.
- Critical cash management strategies when times are tough.
- The most important things to look for on your financial statements.
- The truth about bankers and borrowing money.

5. Inventory Management – Chances are you have more money invested in inventory than any other area of your business. Are you getting the most out of that investment? A few of the things you will learn in this module include:

- How to generate more cash by increasing inventory turnover.
- How to control your inventory expenses by implementing a basic open-to-buy system.
- How to determine the ideal stock level for your store.

6. Marketing – Wow! Or wasted: How are you spending your marketing dollars? The money you spend must increase sales, create new, loyal customers, increase current customer loyalty, and generate excitement about your store...or its wasted! You'll learn how to double your company's sales volume in a few short years by developing and deepening relationships with your customers. You'll get a simple, easy-to-understand action plan that gets you on the road and pointed towards incredible profits.

7. Personal Business Skills – In order to be successful in business, you have to stay in business! If you are like most store owners and small business people we speak to, you are feeling a little nervous about the future of your business and the business community you belong to. And with good reason! Some businesses won't make it through the tough times ahead. But never fear! There are some common-sense strategies to turn adversity into opportunity.

8. Selling – Great salespeople are not born, they are created and developed. Selling is often a "dirty word" that implies pushiness and rudeness. In this module we debunk this myth and show you and your staff how to dramatically increase your sales and customer satisfaction at the same time. You'll learn:

- Six powerful words for exploring customer needs.
- The most common and most costly mistake in retail selling.
- How to turn a complaint into a truly positive experience-for your customer and for you!

- Simple strategies to dramatically increase your average sale.

It's time to train your staff to sell, and start closing the sales that will have your customers singing praises about your service!

9. Staff Development – A top notch staff is your biggest competitive edge. Your employees are the people standing face-to-face with your customers and bringing, or failing to bring, money into your business. They are the people representing you and your company to the rest of the world. Are they doing the job and sending true message you want them to, each and every time?

A super staff does not happen by accident. You create a WhizBang! Staff-by recruiting great people, hiring the superstars, training them effectively, motivating them constantly, and disciplining them fairly.

10. Store Operations- Are you shackled to your store? There is nothing more frustrating than being at home or on vacation and wondering if the job is being done right (or at all). You will learn:

- How to clearly and effectively set operational standards so your store always looks, feels, and behaves your way.
- How to customize and use road-tested forms and checklists to make consistency a breeze.
- The secret weapon for effective communication with your staff that eliminates messy scraps of paper and post-it notes.
- Whether your store needs a minor tune-up or a major overhaul, these systems will help you make your store a better place to work and shop.

11. Visual Merchandising – Visual Merchandising is the place where Marketing collides with Assortment Planning. In its essence, visual merchandising is the in-store marketing of the products you have selected to offer the customer. Your customers are the absolute, number one most important part of your business. Without your customers there would not be a need for your store, your products, or your services.

Visual merchandising is primarily a marketing tool. It's a way of attracting your customer and causing them to be eager to buy, just like putting an ad in the paper or offering a frequent buyer program.

Learn to fall out of love with your products, services, or store and fall in love with your customers by making "The Big Switch". All your business decisions will suddenly revolve around what's best for your customers, not what's most convenient for you.

MERCHANT INFORMATION

WHIZBANG TIP OF THE WEEK

TIP****TIP****TIP****TIP****TIP****TIP****TIP****TIP**
Top Twelve Things Every Successful Retailer Must Do In 2009

1. Treat every single person who comes into your store with the love, respect, and honor they deserve as your customer! A customer in your store is like gold...even platinum. Come up with new and better ways to show them how much you care.

2. Start a short, personal, regularly scheduled e-mail newsletter. Make sure your emails are not merely product pitches or sale notifications. They should deliver interesting or valuable content to your customers tips, checklists, patterns, ideas, how-dos, articles, recipes, jokes, stories, where-to-go suggestions, and so many more possibilities.

3. Start a loyalty / frequent buyer program. The program alone will increase loyalty and make you more money. In addition, a good program makes it super-simple to get your customers contact information, especially their e-mail address.

4. Fill up your promotional calendar! Contests (lots), sales (only a couple), customer appreciation parties, classes, lectures, trunk shows the list goes on and on. Give your customers a good reason to come in and shop with you.

5. Train your staff to sell. This relatively easy-to-do task delivers a double whammy benefit. Employees who know how to sell CORRECTLY give much better customer service and at the same time will increase your sales dramatically. Happier customers, more money in the register... yeah, that'll work.

6. Keep customer-friendly store hours. This means the same hours as your local mall and big box stores. One of the biggest reasons your customers don't shop with you? You're closed when they want to buy. These days you really can't afford to put any barriers between your customers and your cash register - and a locked door is a big barrier.

7. Clean your store from top to bottom. A spanky clean store is the easiest (and cheapest way) to set yourself apart from the competition. A clean, fresh, well-cared for store looks and feels prosperous. It'll be good for your mood, as well as your customers.

8. Make a commitment to coaching your staff. The people on your staff are face to face with your customers bringing, or failing to bring, money into your register. Like a pro-sports coach, one of your most important jobs is to motivate your team and keep them performing at peak levels. Catch them doing things right and praise them. If you see problems, nip them in the bud.

9. Get a great recruiting and interviewing process in place now - before you need it. Hire only the best people. You can't afford to have mediocre or (heaven

forbid) poor performers on your floor working with your customers.

10. If you don't have a POS system, get one. If you do have one, make sure you're using it to its fullest effect. This tool can make you more darn money but not if you're merely using it as an electronic cigar box.

11. Put an open to buy plan in place and run it. Managing expenses in the upcoming year is going to be a make-it-or-break-it activity for most retailers, and your inventory is probably your biggest expense. That makes running an open to buy plan a critical success activity.

12. Make a commitment to your professional education. Read, listen to tapes, talk to your colleagues. Engage your brain! Retailers that learn new skills and take action will make it through 2009 stronger, better, and ready for explosive success.

TIP****TIP****TIP****TIP****TIP****TIP****TIP****TIP

I've been on the road for 13 of the last 16 days speaking to over a thousand retailers like you from around the country. Yeah, I'm a little tired, but mostly it's been a blast. The best part about being on the road is the conversations I get to have with you - before, during, and after my presentations.

I hear from store owners who are having their best year ever (yes, even in this unbelievably tough economy), lots of retailers who are running healthy increases or trending flat, and some people who are sinking fast.

The more people I talk to, the more it becomes apparent - there is a direct correlation between the amount of activity generated by the store owner and the level of success they are seeing.

More activity = more success.

If one promotion (NOT SALE) isn't enough to give you the sales volume you need, do three. If three is not enough, try five. If someone on your staff isn't generating the sales they should, get them sales training and up to speed or get them off the schedule. If your team isn't performing at its peak, start our bonus program backed up by our secret shopper program. If you need more new customers, do some cause marketing. If one cause marketing partner isn't enough, go get five more. Folks, the name of the game is activity, activity, activity.

Retailers who are active, involved, and trying new things are simply not feeling the pain like those who are sitting on their hands.

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Russ Herman from Pet Saver Superstore is a perfect example. He's doing a ton of new things! Trying a bunch of different ideas. And it's working. He's up 30% so far this month.

If you haven't listened to the interview I did with Russ on Wednesday, you should. This is what one of your colleagues, Carol, emailed me last night after she listened to it, "I was beginning to believe that I was too far gone to proceed, that it was just too late to help me. But what you and Russ had to say was like a shot in the arm."

Here's the link to the recording of the call: <http://www.instantteleseminar.com/?eventid=5787714>
<<http://www.instantteleseminar.com/?eventid=5787714>>

Of course, if you are going to pour all that energy into your business, it only makes sense to do the activities that are proven winners and do them correctly so they'll get the best results.

Which is why the Retail Mastery System is a must-have resource in your corner. It's nothing BUT the strategies, tactics, ideas, and activities that have worked for us and for hundreds of our clients. Plus it's got all the samples, templates, checklists, forms, spreadsheets, etc. so you can get going fast - without having to make all that stuff up yourself.

Look, here's the reality of the situation. It's going to take action (by which I mean WORK) on your part to be successful in this cesspool of an economy. It's probably not going to be easy. You're going to have to change, do new things, do more things. But you CAN succeed.

TIP****TIP****TIP****TIP****TIP****TIP****TIP****TIP

This week's Tip springs from a trip last week to my neighborhood sewing and fabric store. My visit left me 95% thrilled - but 5% bummed out. If the store owners had been able to read my mind, though, they might have been the ones bummed out. Why? Read on!

Our oldest son turned ten last week and was having a sledding party for his birthday. As the guest list ballooned I started having nightmares (literally) about losing kids on the crowded sledding hill. The always-fabulous Natalie came up with the idea of "tagging" the party kids with bright scarves. So off to the fabric store I went to get some neon fleece to make the scarves. 28 of them to be exact.

This store always gives a great customer experience. Wonderful selection. Good in-stock position. Plenty of knowledgeable, nice staff to help with questions,

nicely merchandised, easy to shop, front windows used effectively to market promotional fabric. And my absolute favorite - superb store hours.

I don't sew very much (a pillow here, a slipcover there, an occasional Halloween costume...) but when I do, it seems to be at odd hours or on Sunday. I've learned that my local fabric store is almost always open when I need it, so I never have to go to those strip mall stores. The customer experience on this trip was no exception. And even better than normal because of Diane, the fantastic employee who helped me with my purchase.

I told Diane what we wanted to do, asked about how wide to cut each scarf, had her calculate how many yards of fabric I needed, and then all of a sudden she did it...she fulfilled a need I didn't even know I had and made me the happiest customer in the store that day. She offered to cut all 28 scarves for me.

With her huge counter, sharp scissors, and (most importantly) that straight-edge cutting guide, she did in five minutes what would probably have taken me hours of struggling to accomplish on my table at home. Now that's value-added service! So why did I leave the store a tiny bit bummed out?

Nothing about Diane, that's for sure. She was super. But while I stood at the counter while she was cutting my scarves I started to notice other things in the store...

A cool knitted fleece scarf with its free pattern, a newly-expanded yarn section (I knit more than I sew), a great a-line skirt project, a couple of other fun new things. And I was a tiny bit bummed out that that I didn't know about them before the holidays.

I probably buy from this store once or twice a year right now. I really like shopping there. But if they sent me interesting news, patterns, tips, project ideas, and hot product info I'd be in there buying more often. In fact, it would probably be easy for them to double the number of times I shop with them. And I'd be an even happier customer.

So, from a customer's point of view, is that great in-store experience enough? Sure. I get a consistently great experience when I go in and I'll keep going back.

But from the store owner's perspective, I'd say there's a huge missed opportunity. If even 10% of their total customers are like me - casual, one or two time a year purchasers - and they could double the sales from those customers, that's a great increase.

MERCHANT INFORMATION

Tip of the Week continued . . .

Moral of the story? Great in-store customer experience = essential. Great in-store customer experience combined with great customer-focused marketing = EXPLODE YOUR SALES! Great in-store customer experience = essential. Great in-store customer experience combined with great customer-focused marketing = EXPLODE YOUR SALES!

And just in case you were wondering, the scarves looked great and worked beautifully. We didn't lose a single kid on the sledding hill!

**IMJ Communications
DOWNTOWN NORTHVILLE
PR / ADVERTISING SUMMARY
December 2008**

PUBLICITY TO DATE:

Press materials that have been sent out to date:

Holidays in Northville ~ resent December 8

Press coverage received to date – Includes majority of press hits/highlights through November 30, 2008 (resulting from press materials):

- 12/7/08 ~ Fox2 in-studio on what's happening in downtown Northville during the holidays; The piece featured Goody Two Shoes, Paws & The Moon and Me. Dan was the spokesperson who represented the whole downtown very well; The stores offered special discounts for Fox2 viewers and the segment was posted on the Fox Web site (myfoxdetroit.com) Listings of events in publications such as Free Press, Detroit News and other Web sites such as Great Stuff to Do and ClickonDetroit.com

PAID ADVERTISING:

Advertising that has run:

Print:

- December 2008 ~ Ad in Wayne County Magazine (brand ad; distributed in Airport, Wayne County Hotels, libraries, events)
- Jewish News Platinum (Eight Days of Platinum issue/holiday ¼-page ad): December 6
- Free Press YES!: December 7 (holidays; 1/8-page ad; Zone 9 –Novi, Farmington Hills, Milford, Brighton, South Lyon, Walled Lake, Wixom)
- Northville Record: December 11 (holidays; ½-page ad)
- Free Press YES!: December 14 (holidays; 1/8-page ad; Zone 2 – Northville, Plymouth, Canton, Ann Arbor)
- Free Press YES!: December 28 (holidays; 1/8-page ad; Zone 2 – Northville, Plymouth, Canton, Ann Arbor)

Direct Mail:

November 5, 2008 ~ Holiday direct mail postcard (sent to Northville/Northville Township, Plymouth & Novi; two versions of text were created for postcards. The Northville/Northville Township postcard stresses support local merchants/shop local more and other is overall holidays in Northville)

Radio:

- WDVD FM: Week of December 1 on-air give-aways/minimum of 10 promo spots (restaurant certificates giveaways)
- 93.9 The River: Week of December 1 included in 25-30 on-air live/recorded River Road Guide mentions highlighting appearance at December 5 First Friday; Appearance included on station Web site too.
- 93.9 The River: Week of December 1 (17 spots to promote December 5 First Friday appearance with the station)
- WNIC FM: Week of December 8 (holidays; 20 on-air weekend, 20 on-line & Web ad & keyword package)
- 93.9 The River: Week of December 15 (20 spots to promote holidays; tag with on-site for January 2 First Friday)
- 93.9 The River: Week of December 28 included in 25-30 on-air live/recorded River Road Guide mentions highlighting appearance at January 2 First Friday; appearance included on station Web site too

Advertising on the horizon:

- Make-good Free Press YES! ad for the December 21 holidays ad that did not run
 - Free Press YES!: January 4 (holidays; 1/8-page ad; Zone 9 –Novi, Farmington Hills, Milford, Brighton, South Lyon, Walled Lake, Wixom)
- Post-holiday advertising (print & radio) ~ outlets TBD/awaiting confirmation
-