

Volume 12, Number 3  
  
November-  
December 2007

# **FBID** News

*The Newsletter of the Fortuna Business Improvement District*

On the back:

**Holiday Calendar**

**Clip out:  
Gift Certificate  
Identification**

**Biz owner shares  
Customer Service  
Training Pt 1**

Also:  
Business Public  
Relations Seminar  
early sign-up

*News, programs  
and more  
FortunaBusiness.  
com*

## Holiday Movie Giveaway: Order Your Tickets Today

Thank your loyal customers and help make a whole bunch of children happy by giving out Kids' Holiday Movie tickets this November and December.

Fortuna's businesses "take over" the Fortuna Theater December 1, 8 and 15 for special holiday shows. The 10:00 a.m. movies come complete with free popcorn and

drinks for the kids.

Please order tickets to hand out to your loyal customers for their children and grandchildren.

Call or email the Fortuna Business Improvement District office between now and December 10th to order. Tickets are only available through participating businesses, not at the theater.

Any licensed business in Fortuna can be a part of the promotion. There is no cost for the tickets but numbers will be limited.

Every business with tickets will get a list of other participating businesses. So, when you run out you'll be able to direct customer or clients elsewhere.

The shows are for children and priority for seats will go to kids. Parents or other adults can accompany very young children but need their own pass. No tickets will be for sale. There will be several adult chaperones at each show. To reserve tickets call David at 725-9261 or email the FBID office at [fbid@sunnyfortuna.com](mailto:fbid@sunnyfortuna.com)



Children waiting to get into one of last year's Holiday Movies.

## Fortuna Gift Certificates: 'Fortuna Bucks' heading your way

Fortuna Gift Certificates are a tool to keep more money in Fortuna, but only if businesses know how to accept them. Businesses, clubs and merchant groups buy them heavily during the holidays and they are heading for your register.

Make sure you and your employees know how to accept the certificates be-

fore they start coming through your till:

Certificates come in \$10 and \$20 face values.

The certificates can be

treated just like a travelers check: accept them as if they were cash and give change back. You can de-

posit certificates in your regular deposit, **NO MATTER WHERE YOU BANK.**

Certificates are backed

by a prepaid account at Umpqua Bank Fortuna. You will always receive **full face value** for the certifi-

cates and pay no fees.

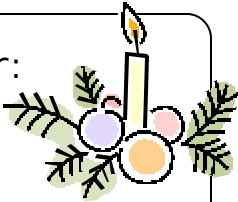
Umpqua Bank Fortuna at 725-7474 or the FBID office at 725-9261 are always happy to answer questions.

*For a new point-of-purchase display on the Fortuna Gift Certificate call David at the FBID office 725-9261.*

**Clip out Gift Certificate "how to" on Page 2**

## Holiday Event Calendar:

Most of December's events happen the first full week of the month this year. Call the Fortuna Chamber office for information 725-3959



### Saturdays

December 1, 8, 15

#### Kids' HOLIDAY MOVIES

See story on page one

### Thursday, December 6

#### REDWOOD VILLAGE OPEN HOUSE

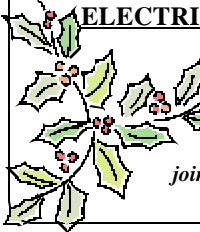
Carolers, rides and giveaways

### Friday, December 7

#### ELECTRIC

#### LIGHTED PARADE

Light up your truck and join in!



### Friday, December 7

#### DOWNTOWN OPEN HOUSE

Plenty of new activities planned for Downtown's holiday night.

### Sunday, December 9

#### FORTUNA CHRISTMAS MUSIC FESTIVAL

Nine music groups from all over the county perform free at River Lodge 12:30 until 6:30 p.m.

### Wednesday, December 12

#### CHRISTMAS HOME TOUR

Four homes dressed up for the holidays on the tour.

## Help spreading the word on your business

### Press Basics Classes in Jan., Feb.

Are you curious how some businesses get news coverage for themselves when you feel almost invisible? Do you know the difference between a news article and an "Ad"? Would you just like to get more publicity?

FBID is bringing back our two-part workshop on telling the world about your business in January and February 2008.

The two sessions are free, take about 90 minutes and happen at the Fortuna Monday Club Building in early evenings.

**Session 1:** "Basic PR for hopelessly busy business owners"- Just the

basics of communicating with the local media. Outlines for press releases, what is and isn't appropriate to send to news media and a contact list.

**Session 2:** "Beyond basics and marketing tactics"

Tricks to make news, free or nearly free promotion ideas. Some press relations recap and brainstorming for your own business' special needs.

You can sign up early by an email to: [fbid@sunnyfortuna.com](mailto:fbid@sunnyfortuna.com)

Watch for details in the next FBID newsletter and online at [FortunaBusiness.com](http://FortunaBusiness.com)

## Fortuna business owner shares notes from customer service training

Patty Steed, owner of Bella Dona Salon on Main Street took professional training out of the area this Spring. While she was away, she worked part time for a major retailer and took customer service training there.

Steed wanted to share her notes on this training with her fellow Fortuna retail and service businesses. It's a great refresher on basic customer skills:

### 5 Customer Service Courtesies

- 1.) **Smile** - Besides being a nice thing to do, your facial muscles provide blood flow to the brain - hopefully to recall information to customer's questions.
- 2.) **Greeting** - ALWAYS greet everyone that comes in . This lets customers know that you are aware of their presence and available to help and answer any questions. It also lets potential shoplifters know that you are aware of their presence.
- 3.) **When a problem arises**, listen to the customer, focusing on what they are saying.
  - A.) Tune out distractions and ask questions.
  - B.) Don't formulate a response while your customer is talking. The customer deserves to be heard and a well thought out response after you've heard them out..
  - C.) Don't interrupt – (again, hear them out)
  - D.) Repeat back what you understand to be their issue to clarify any misunderstandings.
- 4.) **Be available** to the customer as much as possible. Stay nearby and notice when ready to cash out or anticipate a need or question. MOST customers will be patient when you are busy but not so much when you are not.
- 5.) **ALWAYS thank them** when leaving, using their name whenever possible.

**"It is the service we are NOT obliged to give that customers value most."**

- James Cash Penny

**In the next Issue, we'll share Patty's notes on spotting and stopping shoplifters.**

## Accepting the Fortuna Gift Certificate

Easy as these 4 steps ...

1. Make sure the "Recipient" line is filled out, there's a signature stamp on the check and there are routing numbers on the bottom.
2. Give change back as needed.
3. Thank the customer for shopping in Fortuna!
4. Fill out or stamp the "Redeemed at" line, stamp the back and deposit just as you would a regular check no matter where you bank.



**That's it! Thanks for keeping money circulating in Fortuna!**