

Downtown Helena
Business Improvement District
Downtown Helena, Inc.
225 Cruse Ave., Suite B
Helena, MT 59601
406.447.1535
www.downtownhelena.com

Do You Know?
October 31, 2008



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Carroll Lectures

November 3: Founder's Day observance of Carroll's 99th year with Founder's Day Lecture presented by Dr. Richard Berberet, class of 1966 and longtime entomology professor at Oklahoma State University. His talk, "Science and the Divine: Revealing the Wonders of God's Creation," will occur at 7:30 p.m. in the lower level of the Carroll College Campus Center. At the event, he will also receive the Carroll Alumni Achievement Award. As an intellectual and scholar, he has long been intrigued by relationships between science and religion. Free and open to the public.

November 6: Dr. Kelly Cline presents, "The Mystery of the Missing Sunspots," in Carroll College Simperman Hall Wiegand Amphitheater, room 101-202, at 7 p.m. Free and open to the public. Where have the sun's spots gone? Right now sunspot counts are at a 50-year low, and solar magnetic activity is at its weakest level since the beginning of the space age. What does this mean for life on Earth? To answer this question, Dr. Cline will explain the dynamics of sunspots, dark regions the size of the earth that boil up from deep within the sun, float at the sun's surface for a few weeks, then disappear. In this public lecture, Dr. Cline will illuminate the exciting science of solar magnetism and delve into what scientists are doing right now to solve the mystery of the missing sunspots.

For more information on these events visit www.carroll.edu.



Live! at the Civic

Coming to Helena as a specialty program for Live! at the Civic *Have a Sundae on Sunday with Xiayin Wang*. St. Paul's Methodist Church – 3 PM – Sunday, November 9, 2008. Sundaes will be served in the downstairs hall by Live! at the Civic after the concert. The concert is FREE – However, "Pass the Ice Cream Bucket" donations will be welcomed! Miss Wang, a charming young pianist, will be presenting the program she recently performed at Carnegie Hall in New York. For more information please visit www.liveatthecivic.org and look for the sparkling arrow.



Friday, November 14 • 6 to 10 pm
www.downtownhelena.com for
participating
businesses and artists' bios

Advertising & Marketing Tip of The Week

Do you know that advertising is easy?

A business pyramid or triangle can be a good way to envision three components of your business. These three components are: 1. Products/Services, 2. Sales Force, 3. Advertising. When these three components are in balance all sides of the triangle are equal and your business is most successful.

Your ad representative from whichever type of media you prefer to use can help explain even more simple points on how to make advertising work for your business. This advice came out of the presentation that the Downtown Helena, Inc. Retail Committee put together - the ABC's of Marketing and Advertising.

Carroll's 2008 Literary Festival Schedule of Events for Nov. 6-7

Do you know on Friday and Saturday, November 6-7, Carroll College's annual Literary Festival takes place, with a keynote opening reading and an afternoon of public presentations of original writings? On Thursday, Nov. 6, keynote author Melissa Kwasny will speak and read from her works at 7:30 p.m. in the lower level of the Campus Center, with a reception immediately following her presentation, which is free and open to the public. On Friday, Nov. 7, 12 featured authors will present readings during two sessions: Session One at 2 to 3:15 p.m. and Session Two at 3:30 to 4:45 p.m. All are in the lower level of the Carroll Campus Center and are free and open to the public. For all the details visit www.carroll.edu.



Decorate Downtown

Do you know it's really not too early to start talking Holiday season?

Decoration Day is scheduled for Sunday, November 9th from 11 am to 2 pm. If your block has good participation, then you may even finish earlier. Downtown Helena staff will be on hand to provide decorations, ladders, and a helping hand when needed.

Do you have enough Holiday decorations for your business? Don't forget that if you own property in the Business Improvement District (BID) or are a member of DHI, you can take advantage of the Match Lighting Program. The BID/DHI will cover half of the purchase price (up to \$200) of outdoor decor that you order from our suppliers. Catalogs are available through our office at 225 Cruse Ave., Suite B. But, time is limited! Please place your order by Mon, Nov 3. This is a great way to help Downtown Helena stand out this Holiday season.



11th Annual Festival of Wines

Do you know Cherry Creek Radio, the Helena Exchange Club, the Red Lion Colonial Hotel and George's Distributing are pleased to support the Exchange Club's "Coats for Kids" program, dedicated to providing warm new coats for local area children? To raise money for this project and the many other children's charities they support, there will be a Festival of Wines to be held on **Saturday November 15th at the Red Lion Colonial Hotel**. There are sponsorship opportunities available -- contact your sales rep at Cherry Creek Radio for more information on how you can be involved in this great program.



Great Conversations

Do you know that now is the time to register for Great Conversations? This fund raiser benefits the Helena Education Foundation. There are over 30 tables to choose from. To receive more information or to purchase your tickets visit www.hefmt.org or call 443-2545.

Corporate Issues in Montana

Do you know on Monday, November 10th, at 7 PM at the Neighborhood Center, 200 S Cruse Ave in Helena, Montanans for Corporate Accountability will present a short film and talk on coal-bed methane (CBM) development and attempts to privatize Montana's ground water resources?

First up is the 2005 film "Powder River Country". This 34 minute documentary tells the story of concerned citizens playing catch-up to an industry on the development fast track and their efforts to protect their water from degradation and appropriation.

Then Brenda Lindlief-Hall, a Helena-based attorney who represents ranchers in southeastern Montana, will discuss on-going lawsuits over corporate attempts to gain control of groundwater aquifers in the Powder River Basin.

As the New York Times described it, "The methane play, as the industry likes to call it, is being sold on the grounds of energy security, as a way of ensuring that the American lifestyle can continue uninterrupted and undiminished. But ... all that drilling and scarring, all that animosity and moral erosion lead to one year's supply of natural gas and the waste of billions of gallons of water."



Beyond the waste of water, Fidelity Exploration, a major CBM company, is attempting to circumvent Montana water rights law by applying for water rights for "developed water" – water pumped out of the ground and put in a pipe during the process of releasing the methane. As Ms Lindlief-Hall will describe, the industry's claims to "developed water" threaten rancher's domestic and stock water supplies – water protected by historic water rights. Unfortunately, the Montana Department of Natural Resources and Conservation supports this "developed water" scheme.

There will be a discussion following the program about other corporate efforts to privatize water, such as developing markets for bottled water and taking over public water systems from cash-strapped municipalities.

This event is free and open to the public.

Holiday Tradition 2008



The Holiday Tradition is Downtown Helena, Inc.'s retail promotion for the holiday season. It will include all the downtown general advertising via news print, television and radio promoting downtown as a shopping destination. More than ever it is critical for Downtown Helena merchants to attract shoppers this Holiday Season.

The advertising and Secret Santa Prize Patrol will begin Friday, November 28th and run through Tuesday, December 23rd. The Secret Santa Prize Patrol will travel throughout the downtown area rewarding shoppers and diners with a chance to win a certificate in the amounts of \$5, \$10, \$15, \$20, or \$25, or one of the participating businesses' gift certificates. A strong participation will mean Downtown Helena will be the shopping destination of the season.

Together we can do more...

If 30 merchants participate

Advertising: \$4500
 Gift Certificates: \$2500
 Merchant Certif: \$1500
 Total: \$8500

If 40 merchants participate

Advertising: \$5250
 Gift Certificates: \$3250
 Merchant Certif: \$2000
 Total: \$10500

If 50 merchants participate

Advertising: \$6000
 Gift Certificates: \$4000
 Merchant Certif: \$2500
 Total: \$12500

The DHI Holiday Tradition program is a wonderful way to promote the uniqueness and variety of our downtown business community. It is a fiscally effective means for maximizing return on marketing dollars during a very important retail time period. We participate every year and value the thoughtful and creative multimedia advertising pieces DHI staff strategically times and places throughout the holiday season.

Tim Lynch
 Manager/Hard Goods Buyer
 The Base Camp