

Everyone says about New Year's resolutions which I always find amusing that someone would have to wait for the New Year in order to make a resolution. Especially when I hear people saying things like "my New Year's resolution is to stop drinking"...That is typically the best. My answer is "why"?....Why not just make a New Year's resolution of "I am going to drink better liquor this year than in the past"....To me it makes no sense to make a resolution.

Why not add a resolution instead, such as "I am actually going to follow thru with the marketing that I have been putting off" or "I am actually going to follow up with "all" customers unlike in the past when I did it if I had free time"....

By now you should of already had planned on how you want to attack the New Year with our business. Do you want to grow your business? Do you want to provide better customer service? Do you want to add services to your business? All of these things should have been going thru your head all year long and now it's time to actually implement them. Start off 2010 on the right foot and do all those things that you have been putting off for one reason or another. Remember it's the little things that set you apart from the competition.

I would like to say Happy New Year to all the Association members and we are looking forward to a prosperous 2010 in the Association. We have allotted of plans and hopefully everything will work out and we can start to implement them. The Association has grown tremendously since we first started and it shows that there is a strong need for such an Association.

Numbers are important and if you look in history any time there is numbers in people it typically turns out good for that group. We have brought on some very good Vendors for all members to utilize throughout their business needs and look forward to bringing even more into the Association.

We also have other plans that will increase the exposure of the Association and that will in turn hopefully add more business to your already existing business. The site has finally been redone and all the bugs seem to be fixed for now. We have tried to implement things that members would like such as "forums", "blog", "chat" and other things. We will continue to build upon the existing format in any way that the members think will benefit the Association.

Since we have changed the format a bit to the "Premium" membership it has been accepted with great feedback. Remember the membership fee is only \$25 a year and that money all goes back into the Association and possibly into your community in the form of "scholarship" monies you can use for marketing in your area to your school systems.