

Subject: h.ave group

H.AVE REWARDS ASSOCIATION
DIRECTORS
Linda Bologna
Mario Como
Boyd & Karen Demchyna
Blair Gilbert
Paul Miller
Nick Puzzuoli
Jennifer Raybaud
Arthur VanHoutteghem

We met as a group for the first time at Lakeland Manor on 9-mile, October 29, 2009.

Here are the notes of the meeting taken by Linda:

Deezers is controlling the program and wants us to take it over. We need to get a board together to administer the program and do an audit annually.

We would like to do a collective ad in the C & G newspapers so we keep the program in front of the residents. May want to advertise in other C & G areas too.

Need to create a mission statement and have a good slogan with each ad. Maybe use H.Ave you found a doctor... H.Ave you shopped for tools...

Educate current customers that it is money on the cards and not just points.

Get testimonials from current users to create a buzz about the program.

Give customers extra cards to pass out to people they know, under 300 are actually registered?

Find out if we can get the email addresses of all the participating companies to send out regular or not so regular information to keep them current and interested in the program.

Add an insert in the C & G papers (glossy) to give the names of all the current participants. Get C & G to deliver to all the businesses not just residents. That way the know who is participating and it should encourage more participation.

Get better point of purchase literature to promote the program - maybe share cost with Deezers.

Encourage other businesses to use Deezers for all their processing too by using testimonials of current users.

Get promotional information to local TV stations to get the word out of what we are working toward with the H.Ave cards, how it will help local businesses.

Next meeting may be held at Steve's Back Room on Jefferson on Thursday Nov. 12th at 12PM. Jennifer will confirm the time with Steve's and get back to me.

Nick was not at our meeting but missed his invite so I added him, sorry Nick. Mayor Hison was in attendance which was very helpful, thank you Bob.

Thank you Linda and thanks to everyone for coming and your input. We can only benefit from working together.

Anyone that has any thoughts on a Mission statement please add them to my attempt.

Our mission is to organize a group of Merchants that provide Excellent service into a stronger self supporting entity for the benefit of all. The strength of the Rewards Program will increase our customer base helping us stay in business for the long haul.

Blair Gilbert

Linda <sales@embroiderymore.com>

Mario <mariotherealtor@hotmail.com>

Boyds <kdemchyna@sbcglobal.net>

Blair <blair@mrhardware.com>

Paul <pcmiller54@comcast.net>

Nick Puzzuoli <nickpuzzuoli@earthlink.net>

Jennifer <tastefullymi@aol.com>

Dr. Van <drvan1983@sbcglobal.net>

Cc. Mayor Robert Hison <hison@scsmi.net>

Next Meeting Thursday November 12th at Steves' Backroom on Jefferson 12pm