



Main Street Monday!

Dec. 1, 2014

Happenings Around the State



Wednesday, Dec. 3

Kentucky Center for the Performing Arts
501 West Main Street, Louisville, Ky.

It's FREE, To register go to
[http://artscouncil.ky.gov/Opportunities/
CreativeIndustrySummitReg.htm](http://artscouncil.ky.gov/Opportunities/CreativeIndustrySummitReg.htm)

Join Heritage Ohio this Wednesday, Dec. 3 for a tourism discussion

Heritage Ohio will close out their 2014 webinars this week with a special webinar on tourism, Wednesday, Dec 3, beginning at 1:00 PM. Register here, If you are not a member, \$25 gets you a single membership and lots of webinars. To join go to <http://www.heritageohio.org/support-us/> Heritage Ohio is a non-profit organization.

For webinar registration go to <https://attendee.gotowebinar.com/register/200000000023910967?jsessionid=abcxYnDQEWao94gi-KcOu>

Webinar: Making heritage buildings energy efficient

Maximizing energy efficiency in our historic buildings isn't just a regional or national initiative. Check out this webinar from the International National Trusts Organization discussing best practices for making historic buildings more energy efficient. [You can access the webinar here.](http://www.internationaltrusts.org/7886)

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NEW CASTLE

New Castle will be celebrating Christmas on Friday, Dec. 5th with arts and crafts being sold in the Historic Locker Building starting at 3 pm. At 6 pm Santa will be riding in the parade followed by entertainment in the Locker Building. Several businesses will be holding Grand Openings staying open until 8 pm.



Wendell Berry and George Ella Lyon will be having a book signing from 5 to 8 pm at the newly opened Bookstore at the Berry Center. www.newcastleky.com for more information.



Toot Your Horn!



It appears that Small Business Saturday was huge success in many of our Main Street communities.



On pages 2 and 5 you will find photos from around the state, you will also see some great ideas, marshmallow roasting, Santa mailbox and more!

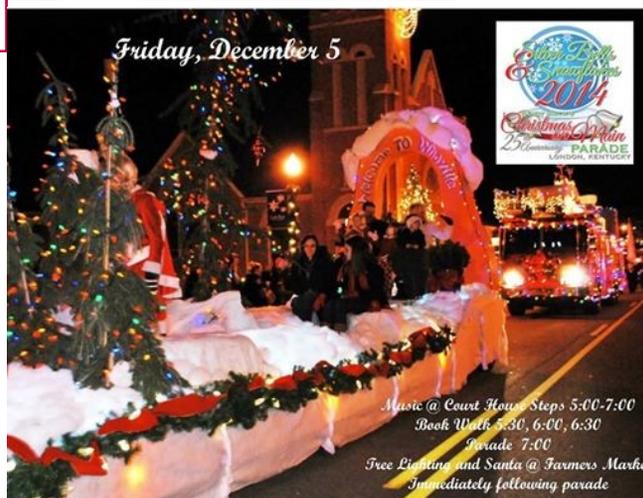


Thanks to your hundreds of votes Middlesborough is one of 20 finalists in the Levitt AMP [Your City] contest. Ten winners will be selected by the [Levitt Paviions](#) organization and announced 12/15.

We all have our fingers crossed for Middlesboro to be chosen!

LONDON

Be a part of the 25th Anniversary of Christmas on Main! Plan to join us or plan to participate in the parade with a float, lighted truck, car, vehicle or tractor, or anything else festive! The more lights the merrier! All Holiday themed floats are welcomed and encouraged! Best Business wins an advertising package



Friday, December 5



Music @ Court House Steps 5:00-7:00
Book Walk 6:30, 6:00, 6:30
Parade 7:00
Free Lighting and Santa @ Farmers Market
Immediately following parade



DIRECTOR SPOTLIGHT!!! LORI PUCHINO, MT WASHINGTON



Where are you from and where do you live now? I am from the Northern part of our county -Hillview and I live in Mt. Washington.

How long have you been a Coordinator? 22 months

How did you get involved with the Main Street movement? I started as a volunteer with the UK Cooperative Extension office and their FSC agent who was trying to get our city certified.

Which of the Four Points is your favorite? Promotion

What project is consuming most of your time right now? Small Business Saturday

Do you have any favorite activities or hobbies? I like to read, travel and listen to very loud music.

What is your favorite author or book? I do not have a favorite, but I am looking forward to reading my next book- The Locust Effect

What is your favorite movie? I have two-sorry Something's Gotta Give and The Break Up

What is your favorite song or band? Fleetwood Mac

What is your favorite sports team? UK- I totally bleed blue

Which actor/actress would you choose to play you in a movie? Sandra Bullock

Name something you can't live without. Chapstick

If you had an alternative career, what would it be? Owning a café-a small business owner

What's the most adventurous thing you've done recently? Purchased the oldest building my city.

If you won \$20 million in the lottery, what would you do with it Educate as many people as I could. Knowledge is power!

Somewhere you would like to visit. Italy

Fun facts? Hidden talents? Also, Feel free to insert your own questions and answer! I am a roller skating QUEEN!

Something no one in Main Street knows about you. I worked at and eventually managed a Pawn Shop for 10 years I held a Federal Firearms License and occasionally carried a gun.

I found this comment from one of Lori's merchants on their Facebook page and wanted to share. It is nice to have business owners appreciate the hard work of a Main St. director. Way to go Lori!



Cordial Lee

11/23... Today I am thankful for Lori Puchino, the Main Street Manager here in our small town of Mount Washington, KY. She makes frequent stops into the shop just to make sure we're doing well and is always looking for ways to help. She is an amazing advocate for our small businesses and her commitment to the preservation and growth of our community is unmatched. On behalf of all the main street business owners, we thank you and appreciate your efforts more than you will ever know.



Another group that we can assist in our local communities are the local artisans. Some shops are co-ops, others market and sell Kentucky made crafts and some like several of our directors set up at local events. Lets help market the artisan works created in our local communities and our Commonwealth. Here are some talking/marketing points for you to use.

Handcrafted products can offer higher quality and more attention to detail – but they can give buyers some surprising side benefits as well.

1. HANDCRAFTED PRODUCTS ARE GREEN.

Work done by hand takes less energy than a mass production assembly line, which makes it more environmentally sustainable. This is particularly true if the commercial good is produced overseas and needs to be shipped a very long distance to reach the consumer.

2. HANDCRAFTED PRODUCTS ARE GOOD FOR THE JOB MARKET.

Another reason you should feel good about spending your money on hand-crafted products? Doing so creates jobs. One study found that shifting just 10 percent of consumer spending in a particular area to locally owned businesses would create hundreds of new jobs and millions of dollars in local wages.

3. HANDCRAFTED PRODUCTS ARE WORTH MORE.

A number of experiments have shown that people value an object more highly when they are led to believe it contains an “air of authenticity,” for example, if they were told it was a work of art. This means that artisan products, be they jewelry or jam, are perceived to have more value in society.

4. HANDCRAFTED PRODUCTS ARE ALSO JUST BETTER.

It's not just an amorphous air of authenticity that causes people to shell out more for handcrafted products. Handcrafted goods are often just better. A study of coffee found that 47 percent of respondents said it tastes better when prepared by hand compared to just 11 percent who are happy to settle for machine-produced drinks.

5. HANDCRAFTED PRODUCTS MAKE YOU FEEL GOOD ABOUT YOUR PURCHASES.

And if you're like most Americans, that's something you prioritize. A 2012 survey found that 87 percent of American consumers felt that businesses should place at least as much weight on society's interests as they do on business interests. Supporting local artisans and their eco-conscious business practices certainly fits the bill.

6. HANDCRAFTED PRODUCTS HELP COMMUNITIES.

Studies have shown that locally owned independent businesses —many of which sell wares produced by hand— return a higher percentage of their revenue to their communities than chains. That means the people who make money off sales at independent businesses, owners and employees, are more likely to spend their salary at places in the same area where they work.

7. HANDCRAFTED PRODUCTS CAN MEET YOUR NEEDS BETTER.

Often with handmade goods, you have the option of customizing your purchase. Because you're often dealing directly with the artisans when you purchase handcrafted products, they might be open to tweaking certain aspects of the product specifically to fit your needs.

8. HANDCRAFTED PRODUCTS OFFER A FULLER EXPERIENCE.

A study researching cheeses in Vermont found that consumers prefer buying “artisan” cheese because they feel it provides a fuller “sensory experience.” This is a factor of both intrinsic properties, like better taste, and extrinsic properties, like the joy of finding something you really love. Even just the knowledge that a product was handcrafted contributed to the feeling of a better experience because there is a relatable, knowable back-story.

just like having something that didn't come from a big company. The nature of handmade goods means that there are fewer of them, so whatever you're wearing or eating or adding to your home is as unique as you are. (continued on page 5)

9. HANDCRAFTED PRODUCTS ARE EASIER TO BUY AND MORE POPULAR THAN EVER.

The Internet is packed with a burgeoning industry of handmade marketplaces – more and more people are embracing handcrafted goods. Some handcrafted sites saw a 71 percent increase in sales in just one year from 2010 to 2011. Buying handmade goods online allows you access to the skills of artisans around the world.

10. HANDCRAFTED PRODUCTS ARE UNIQUE.

One of the most prevalent, although least quantifiable, reasons people report for choosing to purchase handcrafted goods is that they

11. HANDCRAFTED PRODUCTS SUPPORT A TRADITION OF SKILLED WORK.

We've seen that supporting your local artisan is good for the community, but it's also good for the art. As technology makes it possible to replace skilled workers with machines it's important to keep hand-making goods a financially feasible career choice.

From Mentalfloss.com

More Shopping Small photos! You can see Santa was making the rounds!



**Great idea from Bardstown!
A Santa mailbox downtown.**



TRAIL OF TREES At Main Street Merriment

Trail of Trees is a new event this year geared to bring awareness to non-profit organizations and help them raise money during the holiday season. If you are part of a non-profit organization and want to be involved, you have until tomorrow to register. As part of Main Street Merriment, the Trail of Trees will be in full swing the evenings of December 5-6, but will also be available throughout the holiday season.

For more information about this event, please contact Murray Main Street at 270-759-9474.



