

- Holiday "Shop Local" Campaign
- SBC Winners
- Spotlight: HoldFast Enviro Pest Solutions
- Gift Cards for the Holidays
- Bashable



President's Message by John Horner *First Interstate Bank*

Fall brings budgeting and strategic planning for the MDA Board of Directors and staff. We evaluate last year's goals and programs and set the bar for the upcoming year. Strategic planning helps the board work towards specific, defined goals and helps us establish purpose and direction in meeting those goals. This year, we will tackle two primary issues: the completion of Caras Park improvements through the Caras Park capital campaign, and maintaining quality programming while our executive director, Linda McCarthy, is on sabbatical.

This is an exciting announcement for us. Linda McCarthy and her family will spend an estimated six to eight months in Palmerston North, New Zealand in 2013. The MDA Board voted unanimously to support this once-in-a-lifetime opportunity with an unpaid leave for Linda. I must admit, for me personally, it comes with a bit of envy! McCarthy has served as the Executive Director of this organization for more than 13 years and has been an exceptional and dedicated representative of both the MDA and Downtown Missoula.

Linda's husband, Tom Gallagher, is a professor at Missoula College UM and has accepted a one-semester teaching appointment at Massey University in Palmerston North. He will teach some computer science courses there and will do some research in the areas of health informatics and energy technology

President's Message cont. on page 2

Holiday Season Brings "Shop Local" Campaign for Downtown

With the arrival of fourth quarter and the holiday season just a few weeks out, marketing and promotions for Downtown Missoula will have a shop local focus and what that means for small downtown businesses. Funded jointly by the Downtown Business Improvement District and the Missoula Downtown Association, this holiday season's marketing campaign will commence with Small Business Saturday on November 24.

Created by American Express three years ago, Small Business Saturday was developed to encourage holiday shoppers to spend their dollars at small, locally-owned businesses. Several MDA member businesses have expressed Small Business Saturday was a very successful campaign the last two years and helped to counter Black Friday and Cyber Monday. In response the MDA/BID Marketing Committee wants to focus on getting consumers to shop downtown on that day. Marketing materials will include full-color posters and social media, plus online, print and radio advertising with the goal of attracting as many shoppers as possible to Downtown Missoula the weekend after Thanksgiving.

The following weekend Downtown Missoula will host the Festival of Trees November 29-December 1 at the Holiday Inn-Downtown at the Park and the 10th annual Parade of Lights on Saturday, Dec. 1, with dozens of activities for families slated throughout the weekend. Saturday's Parade of Lights, along with Santa's Arrival, the Lighting of

Holiday Shopping cont. on page 2

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President's Message cont. from page 1
with the goal of strengthening UM's knowledge and programming in those areas. This is an impressive accomplishment for Tom and I want to wish him the best of luck!

Palmerston North is a Sister City to Missoula. Overseen by the Missoula Cultural Council, the Sister City program has been in place since 1983 to promote travel, education and cultural exchange. Many Missoula representatives and UM educators have traveled to Palmerston North over the years, and Mayor Engen has been a strong supporter of the Sister City program. Missoula's other Sister City is Neckargemünd, Germany.

While in New Zealand, Linda and her family will serve as ambassadors for Missoula. They will enroll their daughter, Madelyn, in the public school system; will work with city and university leaders to learn and share ideas; and will gain a unique perspective on the world views of America and more.

The MDA board and staff are very supportive of this rare opportunity for Linda and her family and will work to develop a staffing plan for the MDA to ensure a 'business as usual' protocol for 2013. We anticipate hiring a part-time acting director and a contracted event planner to oversee the fundraising and production of the MDA's three largest events. The staff and board members will also take on some additional responsibilities during her absence. The board has the utmost faith in the staff's ability to move the organization forward.

We expect this transition to start at the beginning of the New Year. The MDA has been extremely fortunate to retain a dedicated, hard-working and passionate director for more than a decade, and we believe this sabbatical for Linda will be beneficial for all parties. We hope you agree. If you have any questions regarding this decision, as with any others, please feel free to contact me directly.

**CONNECTING OUR
COMMUNITY**

Holiday Shopping cont. from page 1
the Tree and more, typically draws thousands of people to Downtown. The next weekend December 7-9, will be promoted as the Downtown Holiday Shopping Weekend, in conjunction with the Holiday MADE Fair at the Holiday Inn-Downtown on Sunday, Dec. 9. Additionally, the MSO Hub will be offering free gift wrapping for all downtown shoppers the first three weekends in December.

As usual, all downtown retail businesses are encouraged to stay open until at least 7 pm Monday through Saturday and from 12-5 pm on Sundays to give customers the opportunity to shop downtown when they're not working.

Many Downtown retailers rely on the fourth quarter to make their year a successful one. If you are not a Downtown retailer, please do your best to support our downtown retail businesses and think about how shopping locally supports our economy and our locally-owned businesses. Downtown Missoula offers a significant variety of goods and services for your loved ones, so be sure to Shop Downtown this holiday season!

HOLIDAY PROMOTIONS CALENDAR

- Small Business Saturday - Nov. 24
- Festival of Trees - Nov. 29-Dec. 1
- Parade of Lights - Dec. 1
- Downtown Holiday Shopping Weekend - Dec. 7-9
- Missoula MADE Faire - Dec. 9
- Last Day of School at UM - Dec. 14
- Downtown Holiday Shopping Weekend - Dec. 14-16
- Last Day of School at MCPS - Dec. 21

The Perfect Gift

Downtown shopping during the holidays can be a wonderful experience...strolling down the street with a hot chocolate, enjoying the unique and creative window displays, wandering through warm, inviting shops looking for that special gift that



can only be found Downtown. One such gift is the MDA gift card!

Redeemable at over 150 downtown businesses, these holiday favorites are the perfect way to get someone exactly what they desire. MDA gift cards also give you the opportunity to say thank you to employees, service workers, and anyone else who has made the past year just a little more special.

Over \$85,000 in gift card purchases have been made so far this year - and that number will more than double over the next two months! One hundred percent of the purchase price will be redeemed Downtown, keeping those dollars in the local community. Some of our newest members who accept gift cards include **Adam and Eve, Upcycled, The M Store and Montgomery Distillery**. To see a complete list of all the merchants who accept the card and to purchase that perfect holiday gift, please visit the MDA office located at 218 E. Main St. or go online at www.missouladowntown.com.

MDA Committee Meetings

Advocacy

Tuesday, November 13
4-5 pm MDA Office

Caras Park Improvements

Thursdays, 10-11am
MDA Office

Marketing

Wednesday, November 28
10-11 am MDA Office

Master Plan Implementation Team

Thursday, November 15
12-2 pm at MRA Conference Room

Membership

Wednesday, November 15
4-5 pm MDA Office

Parade of Lights

Wednesdays
4-5 pm MDA Office

Downtown Spotlight

HoldFast Enviro Pest Solutions

www.holdfastpestsolutions.com
203-2615

One of the newest members of the Missoula Downtown Association doesn't have a storefront. It doesn't have a receptionist. It doesn't have a big building sign, marquee, or waiting area. It does, however, have five generations of skill and experience behind it. HoldFast Enviro Pest Solutions is Missoula's "green" pest company, featuring such natural remedies as botanical oils, botanical dusts, baits, and other environmentally (and kid)-safe techniques.

Josh McCloud started this business after falling in love with Missoula while attending The University of Montana. After he and wife Ilana had two children, he decided to do what he knew: pest control, following in the shoes of his family's 108-year-old Midwest business. "I found out about the side effects and dangers of the current pesticides on the market, and it made me question the use of pesticides in my own home that could be dangerous to my children and pets." He happily followed with, "I was born to do this!"

After experimenting with many green products, Josh says he has found the perfect balance of techniques, green chemicals, and traps to rid any residential or commercial facility of pests.

Josh is very happy to be joining the MDA, and invites anyone to contact him at 203-2615, or www.holdfastpestsolutions.com.

Matt Loomis, Baskin Robbins



SBC Honors Sustainability Champions

Each year, the Sustainable Business Council (SBC) presents awards to recognize local entities that have made significant achievements in or contributions to all three aspects of sustainability: planet, people and profit. After an intense round of voting, the twenty 2012 nominees were narrowed to six entities. Congratulations to the 8th Annual Sustainability Awards winners!

Sustainable Business - Bayern Brewing with its energy efficient brew house and new beer bottle washing machine that will provide 90% of its bottles in the future.

Sustainable New Venture - Enviro Green Cleaning, the first Green Seal Certified Cleaning Company in Western Montana.

Sustainable Nonprofit - Mountain Home Montana, which uses and teaches sustainable practices at their transitional living facilities for young mothers.

Sustainability Advocate - Chase Jones, Missoula City/County OPG Grants Administrator, who has assisted with the Green Blocks Program, Missoula's Conservation and Climate Action Plan and the Courthouse remodel to LEED standards.

Strive Toward Sustainability (STS) Program Participant - Homeward, which received all nine program badges on entering the program and is still striving to do more.

SBC Volunteer - Ryan Weisser of Axiom IT Solutions, who is coordinating work on the SBC's new website and contact management system.

Bashable Wedding and Event Party

Bashable is the hippest and coolest Montana event and wedding party for brides, grooms, the betrothed, business and non-profit leaders, and those who want to have fun and network at a party. Bashable has scoured high and low for the raddest businesses and brought them all together in one location for one night. Come sample food from fab caterers, learn tricks of the trade, delight in a bit of pam-

pering, sip a cocktail, meet some of the best professionals in events, enjoy a local labels event fashion show, or dance the night away to a DJ. This is not your average wedding fair or party. It is an interactive fun environment where you can cut loose and find some good matches for your next event. Bashable is on Saturday, November 3, 2012 from 6:00 PM to 11:00 PM at Zip Auto on 300 West Main Street, Missoula. Visit www.bashableevent.com for event and ticket information. MDA members receive discounted tickets- enter MSLACOMM2012 online or buy them at the MDA office.

Welcome New Members

Adam & Eve

Nelly Hanson
1401 W. Broadway
www.adamevemissoula.com
appleventures@aol.com
549-4688

HoldFast Enviro Pest Solutions

Josh McCloud
2142 B. S. 6th St. W.
www.holdfastpestsolutions.com
mccloudjosh85@gmail.com
203-2615

Laura Jones USANA

918 Jacob Ct
Stevensville, MT 59870
laura@brilliantwebtour.com
493-7652

Montana Public Radio

Anne Hosler
32 Campus Drive
www.mtpr.org
anne.hosler@umontana.edu
243-6400

Montgomery Distillery

Ryan Montgomery
129 West Front Street
www.montgomerydistillery.com
ryan@montgomerydistillery.com
480-6355

Peak Health & Wellness Center

Brenda Montgomery
150 E. Spruce
www.peakmissoula.com
brenda@peakmissoula.com
251-4433

CONNECTING OUR
COMMUNITY

Join us for the MDA's

Membership Luncheon

Tuesday, Nov. 13
11:30am - 1:00pm

Silk Road

515 South Higgins Ave
Downtown Missoula

Kick off the holiday season with the ladies from the Festival of Trees as they fill us in on the plans for this year's event, and the Missoula Parking Commission will join us with updates on the new downtown Park Place parking structure. The last luncheon held at Silk Road sold out, so an early RSVP is essential if you would like to attend! Please call 543-4238 or e-mail mda@missouladowntown.com to RSVP.

THE SILK ROAD
A GLOBAL TASTING EXPERIENCE

MDA Luncheon

Cost: \$12 each

Please RSVP to the MDA office by Friday, Nov 2.

Member Shout-Outs

Distinguished Speakers Program

Join the World Affairs Council of Montana for their Distinguished Speakers Program with Dr. Andy David, the Israeli Consul General. He will be speaking on "Turmoil in the Middle East: Arab Spring or Regional Winter" 7:30pm Dec. 6 at the UC Theater on UM Campus. This event is free for World Affairs Council members and students / \$5 for non-members

Come Join the Parade of Lights

The MDA has confirmed that Santa and Mrs. Claus will once again be participating in our Dec. 10th Annual Parade of Lights...will you?! We are still seeking sponsors and parade entrants for this beloved event featuring photos with the jolly old elf himself, children's activities, a huge bonfire (complete with s'more making!), the lighting of the Downtown Christmas Tree, and much more. If you are interested in sponsoring this event or "floating" down Higgins Ave. during the parade, please visit www.missouladowntown.com or contact Colin Hickey at colin@missouladowntown.com.

American Salute

Join the Missoula Symphony Orchestra and special guest J.K. Simmons for a commemorative Veterans Day weekend concert, "American Salute." Saturday, November 10 at 7:30pm and Sunday, November 11 at 3pm University Theatre, University of Montana

As a thank you to those who have fought for our country, veterans--your ticket's on us. For tickets and more information, call 721-3194, go to www.missoulasymphony.org, or stop by office at 320 E. Main St. •

Stay up-to-date by visiting www.missouladowntown.com.