

September 2017

- Walk & Roll Missoula
- This Month in Caras Park
- New Member: Burns St. Bistro
- Suicide Prevention Week



**President's Column
by Anders Brooker**
Runner's Edge
anders@runnersedgemt.com

I hope these articles don't come across as preachy, but I like to write about topics where I hope you can find some relevance to your business. We all have different business models, products, and staffing needs, but my feeling is we can all learn from each other and find relatable points.

Like the rest of you, Runner's Edge continues to not only try to find ways to survive in this competitive business climate, but we also want to win our customers over. Our world is retail, but it feels like all business today has more competition than ever before.

Over the last few years we have tried to outline our business priorities and decide where we should be spending our time. I am sure some of you have read the book *The Myth of Excellence* by Fred Crawford and Ryan Mathews. In this book, Crawford and Mathews outline five aspects businesses try to compete on: price, product,

access, experience, and service. Typically, our instincts tell us we are better than our competition in all five of these areas, but is this true? Whether you are a law firm, physical therapist or in the restaurant industry, do you truly believe you have the best prices, the best products, the best access, and offer the best experience and service? Before you answer the question, don't think about your business or where you work, but think of some of your favorite businesses. What do you like about them and why do you support them? I can't think of one business that wins in all five areas. There are some that offer a great experience, but their prices are high. Or some have great products, but their location isn't the easiest to access.

In summary, *The Myth of Excellence* says you can only "win" in one of these five areas. If you want to be a good business, pick one category you can dominate in, pick one area to differentiate in and pick three other areas to be on average with others in your industry. Below is a chart with an example of what this may look like.



(President continues on p. 5)



MissoulaDowntown.com

MDA Board & Staff President

Anders Brooker Runner's Edge

Past President

Aimee McQuilkin Betty's Divine

VP of Advocacy

Emily Kannady First Security Bank

VP of Marketing & Events

Brooke Redpath METTLE

VP of Master Plan Implementation

Ellen Buchanan MRA

VP of Membership

Lynda Brown Brown HR Consulting

Treasurer

Ben Wright Montana CDC

Board of Directors

Trent Baker Datsopoulos, MacDonald, & Lind

Larry Brehm A.I.A., Architect, PLLC

Lynda Brown Brown HR Consulting

Dan Cederberg Cederberg Law Offices, P.C.

Paige Livingston One Eleven Boutique

Matt Ellis Missoula Osprey/Uptown Diner

Anne Guest ..(Ret.) Missoula Parking Commission

John Horner First Interstate Bank

Kim Klages-Johns MSO Hub

Diane Lanning Providence/St. Patrick Hospital

Scott MacIntyre Badlander/GPA ATM

Brooke Redpath METTLE

Katie Ghen Simpson Bathing Beauties Beads

Bob McGowan Student Services Assoc, RMSP

Tom Snyder Five on Black

Heidi Starrett Missoula Broadcasting Company

Ex Officio Members

Rod Austin Missoula Parking Commission

Corey Aldridge Mountain Line

Shane Stack MT Dept. of Transportation

James Grunke Missoula Economic Partnership

Downtown Partnership Staff

Linda McCarthy Executive Director

April Sommers Membership & Events Director

Kristen Sackett Marketing & Events Director

Robert Giblin Finance & Administration Director

Sarah Ferguson Operations Director

Karen Snow Director of Giving

Kalina Wickham Customer Service

This Month in Caras Park



Germanfest
Sunday, September 3



Maverick Brewfest
Friday, September 15



Baby Fair
Saturday, September 23



Montana Brewer's Association Brewfest
Saturday, September 23

Welcome New Members!

Quality Maintenance

Lori Cummings
2750 Palmer St, Suite E
406-251-3402
cleaningmontana.com

Compass Barbershop

Shannon Smallwood
736 Higgins
406-926-1778
compassbarber.com

Anders Business Solutions

Bryan Taulbee
1525 S. Russell
406-549-4143
andersbusiness.com

Missoula in Motion Brings Walk & Roll Missoula to the Streets and Trails in September

Missoula In Motion has some exciting things in store for this fall. For one week, we focus all our attention on getting around Missoula in the most healthy and fun way possible. This year's Walk & Roll Missoula (formerly Bike Walk Bus week) will be jam packed full of activities from September 17- 23. Back by popular demand, Sunday Streets Missoula will kick off the week with over 50 people-powered activities taking over Higgins Ave. Join us on September 17 from 12-4pm for live music, yoga, Oula and Pilates(new!) on the bridge and loads of activities hosted by local organizations – all FREE! Last year's Sunday Streets saw its highest attendance ever with over 9,600 people of all ages flocking to a car-free Higgins Ave. Sponsorship and activity host opportunities are still available for businesses looking to connect directly with the community that supports you.

The momentum continues with a week full of discounts and giveaways, group bike rides, historical walking tours and Missoula's first ever One Less Car Day! In its 26th year, Walk & Roll Missoula celebrates all forms of sustainable transportation by featuring daily deals and discounts at local businesses to anyone who arrives by walking, biking, riding the bus or carpooling. Then, on Wednesday, September 20, thousands of Missoulians will take the One Less Car Day pledge to travel by any mode other than driving alone in a car. Active commuters are invited to stop by 1 of 10 different "Breakfast Blitz" locations



around town where they can grab a free cup of coffee and breakfast treat on the go. Schools are even joining in on the fun with Walking School Buses happening at 5 elementary schools. Walking School Buses offer a safe, convenient and fun opportunity for students to incorporate a healthy morning commute into their school day. Individuals and workplaces are encouraged to join the movement by taking the pledge to be one less car on the road on September 20!

Walk & Roll Week wraps up on Saturday, September 23 with the Festival of Cycles hosted by Free Cycles. Missoula's largest community group bike ride, "Bike-A-Palooza" will leave from Free Cycles at 2pm for a family-friendly ride highlighting some of Missoula's lesser known bicycle infrastructure and trail connections. The ride ends back at the festival for an afternoon of live music, food and activities. Walk & Roll Week has something for everyone so grab your family, friends and co-workers – and enjoy the journey!

Visit MissoulaInMotion.com for more information AND to take the One Less Car Day pledge. ■



Save the Date!

The first annual Bill Squires Memorial Golf Tournament will be held Friday, September 22 at the Missoula Country Club. All proceeds from the tournament will go to the Bill Squires Legacy Endowment at Montana Tech, Bill's alma mater. There are a number of ways you can participate. For more information visit: squiresgolftournament.com.

New Member Spotlight By Heidi Starrett

Missoula Broadcasting Company

Eleanor Roosevelt once said "The future belongs to those who believe in the beauty of their dreams."

The mission of Burns Street Bistro is "to provide the Missoula community and visitors scratch-made food of outstanding flavor and variety, created from the highest quality locally-sourced ingredients at affordable prices." If it weren't for 4 dreamers hanging out in a yurt in the Swan Range over 5 years ago, food lovers across Missoula would be hard pressed to find a restaurant as unique as Burns Street Bistro.

Founding partners, Walker Hunter, Jason McMackin, Cameron Williams and Lagan Todd, came up with the idea of the bistro during a ski trip, when a late night conversation turned to the Missoula food scene. Although the Missoula food scene was thriving, in their collective opinion, there was something missing. Where could you go for creative, chef-driven, affordable food like classic biscuits and gravy or an "outside the box" sandwich such as a bahn mi? With nothing but a shoestring budget, they set out on their mission to build a business that focused on novel cuisine.

It's no surprise that Burns Street Bistro recently won Best Brunch, Best Chef (Walker Hunter and Ryan Smith) and Best Caterer in the 2017 Missoula Independent's Best of Missoula poll. They've come a long way in 5 years: serving breakfast and lunch weekdays, with seasonal menus and a weekend brunch that evolves weekly based on a theme or style of food, they are keeping the creativity going. There is nowhere else in Missoula that you could find a Fish Brunch, a Bakers



Brunch or the most recent "Flathead Cherry-Tastic Brunch". According to Chef Walker Hunter as long as Missoulians continue to seek out new things and have the willingness to try them, Burns Street Bistro will continue to move forward offering their creative and unique menu.

Over the years Burns Street Bistro has become more involved with the community, from supporting the after school program at Lolo School, collaborating with other like minded businesses such as Draught Works and Western Cider to participating in The Missoula Insectarium event "Bug Apetit" (yep, its exactly what you're thinking). You may have even tried their food at a recent event and perhaps didn't know it, as they are now offering food and alcohol catering for corporate events, holiday parties, weddings and alike.

With the quintessential Missoula vibe, Burns Street Bistro is a great place for locals and out of town guests. Whether you stop in for the biscuits and gravy, the black bean scramble or the grass-fed local beef burgers with house made buns & hand-cut fries, you won't be disappointed. As long as Walker, Jason and Cameron, who are still involved in the bistro today, continue to believe in the beauty of their dreams, the future will be bright for the foodies of Missoula. For updated menus and events, Burns Street Bistro can be found on Facebook and Instagram or burnsstbistro.com. ■

New River Campus Opens for Missoula College



This Fall Missoula College will welcome students to their new River Campus building. Located off of East Broadway (1205 East Broadway Street), River Campus is home to state-of-the-art equipment and technology, including: three Culinary Arts kitchens, a Cybersecurity Center with two lab facilities, a math learning center, a cadaver lab with room for two cadavers, an expanded library with more resources, and more.



September 8-9
Northern Rockies Heritage Center
and Fort Missoula Regional Park

(President continued)

In the example, the business chooses to dominate in service, to differentiate in experience, and be average in access, price, and product. I think about our business at the Runner's Edge and I know we can't dominate on price, access/location, and product. Let's face it - our price may be competitive, but it isn't the best. The product is great, but you can find it anywhere, and

our access isn't as easy for some like Reserve Street in Missoula or Amazon.com. Like this example, we choose to dominate in service and differentiate in experience and we hope this helps us "win" with customers.

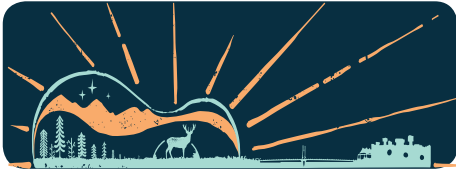
Take some time to try this exercise and see where you can really dominate and WIN. This doesn't mean we don't want to be great

at everything we do, it just means we have to evaluate our time and resources to measure how best we can be "winning" in our business.

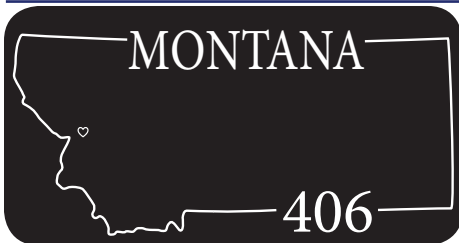
See you Downtown,

Anders





Thank you to everyone who attended the 2017 River City Roots Fest! We could not put on this free and signature community event without the help of so many including our partners, volunteers, vendors, musicians and artists. A special thank you goes to our generous sponsors without the support of our local businesses, this festival would not be possible. We'll see you all next year!



CHOOSE THIS LICENSE PLATE TO
SUPPORT DOWNTOWN....



A FUNDRAISER FOR THE
MISSOULA DOWNTOWN FOUNDATION
MISSOULADOWNTOWN.COM/MDF

*Please submit
member shout outs by the 18th
of each month to
sarah@missouladowntown.com*

Shout Outs

Hakuna matata! Grab your golden ticket because it's going to be a fall of musical theatre adventures with the Missoula Children's Theatre (MCT). With exciting performing arts classes and Theatre for Young Audiences, MCT is where your child can discover the magic of theatre! **Classes begin on the African Savannah on Tuesday, Sept. 5** for Disney's The Lion King, Jr. While these classes are specifically geared for grades 6-9, the performances that will take place the first weekend in October will be enjoyed by all ages. The fantastic characters and music of this Disney classic that you know and love, including Simba, Timon, and Pumbaa, will be brought to life on the MCT stage.

The Missoula Children's Theatre presents Theatre for Young Audiences with Cinderella! with public performances on **Thursday, September 14 (Noon) and Friday, September 15 (Noon and 6pm)** This 50-minute comedy stars an adult cast of MCT actors. For tickets, visit MCTinc.org or call 728-7529!

The Missoula Athletic Council "Mavericks" is a non profit group of volunteers dedicated to supporting youth athletics in Missoula for over 50 years. Our mission is to provide young athletes with the resources they need to compete and excel. Mavericks provides financial support to individuals, teams, and clubs. Join them **Friday September 15th from 4-10pm downtown at Caras park** for our 19th annual brewfest and help raise money for Missoula youth.

On Friday, September 22, NAMI Missoula presents its second annual "Beautiful Minds" benefit at **Imagine Nation Brewing (1151 West Broadway), from 5:30 to 8:00 p.m.** The event is free and open to the public and will feature performances by a number of local musicians, as well as a "50-50" raffle. All monies raised will go to support programs for individuals and families affected by mental health issues. Please call 880-1013 for more information.