

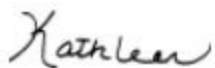
**Dear Members,**

The holiday season is a crucial time for our economy and for small business especially. About 20 – 30 percent of consumer spending happens in November and December. The Chamber is committed to doing all we can to keep that spending local during the holidays and throughout the entire year. The Shop Local First series of classes are offered throughout the year to help increase your competitiveness in this ever changing and challenging marketplace. Shopping Local First is

important civic engagement. Buying local – whether you are contracting for professional services, purchasing clothing or toys or going out to dinner and the theater – supports jobs in our community, strengthens our tax base and supports services for everyone from students to seniors.

Soon Chamber staff will be stopping by your business to give you a new Shop Local First Holiday Kit. More details to follow but in the meantime... please read below.

Sincerely,



Kathleen Harrington



**MARK YOUR CALENDAR**

**Shop Local FIRST Series**

**HOLIDAY LAUNCH CLASS**

**Improving Your Customer Experience:  
Increase Sales and Customer Loyalty**

**WHEN:** October 10 | 7:30 – 9:00 A.M.

**WHERE:** St. Mary's University Rochester,  
Cascade Meadow Campus

**DESCRIPTION:** This special class is designed for all sectors to help refresh and revitalize your customer experience. Sponsored and developed by RSP Architects and taught by subject matter experts, this class will provide you with information – best practices and tips on inexpensive ways to improve your customer experience – in time for the holiday season.

