

Conversation with the Mayor - April 6, 2009

Vicky Daly

Are You Proud?

Several years ago the five canal villages, in cooperation with WCIDA and the Wayne County Business Council, sponsored a visit by Rick Segal, a wise and funny man who spoke about successful retail marketing. He spoke twice, morning and afternoon, at the Ohmann Theatre in Lyons. About 90 people from Wayne and surrounding counties came to hear him speak. A large proportion of them were from Palmyra. It was a great and worthwhile day.

Mr. Segal has a website, www.ricksegal.com , and, for those who sign up, a free weekly online column. This week's offering was titled *Are You Proud of Your Business, Your Town, and Your Shopping Area? If not, Why Not?*

His column and advice is directed to the merchant community, but, in this instance, it could be equally applicable to home owners as well. Take pride in your community and demonstrate that pride but taking care of it. How? By taking care of your property. Sweep your sidewalk; wash your windows; pick up litter – even if it isn't yours; PICK UP AFTER YOUR DOG; plant flowers; paint your steps; smile and be upbeat. Not one of these is a big task, but taken together, if we all did these things, what a difference it would make.

Our realtors talk about 'curb appeal', the first impression a property makes on a prospective buyer. The same thing is true of an individual store or an entire community. You only get one shot at a first impression. There is an economic aspect to this also. In the winter, a customer may not choose (or may not be able) to wade through unshoveled snow. Now, grimy windows and/or a scattering of cigarette butts may cost a sale. Brooms and window cleaner are cheap and so are bags for dog duty. Smiles are free and intended to be shared.

The days are getting longer and warmer. It is the perfect time to show our pride in our hometown. The Queen of Canal Towns should shine and sparkle. Let's make that happen.