



TRADE WINDS

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Ira Annual ...

The economy is still in the tank, the golf courses are drying out, the tax-man is here..... So it must be time for our annual address from **Town Administrator Ira Singer**. Ira will fill us in on the latest about disaster recovery, zoning, business issues, budgets, construction projects, the new Howe-Manning School, and other minutia in the *Town of Middleton*.

We will meet for Lunch at Noon on **Thursday, April 22, 2010**, in the clubhouse at **Ferncroft Country Club**, a perfect setting on a sunny day. Let's hope it's a perfect day! The menu will be great, just like last year!

Come spend your tax refund and celebrate the rain man. The tax deductible fee will be \$20.00 (IRS not invited!). You may tell us whether you're coming, no later than **Tuesday, April 20, 2010** by contacting **Samantha Marra** at 978-423-7485 or email smarra37@hotmail.com.

Hey Chief Will...

The *9th Annual Chief Will's Day, Middleton's Family Festival*, has been scheduled for **Saturday, July 10, 2010**. The celebration of the Town of Middleton kicks off at 5:00 pm with a road race, midway, cookout, and music, with fireworks at 9:00!

Monetary and in-kind donations are actively being solicited by Chief **Paul Richardson**

and the organizing committee.

Try some Throw-Back Golf...

At the old price of \$125/golfer, the *MBOT Annual Scholarship Golf Tournament* is scheduled for **Monday, August 2, 2010**, at the gorgeous *Ferncroft Country Club*, starting at 7:30 a.m. The very, very attractive price includes a great buffet lunch, gift pack, special contests, auction for Red Sox tickets and rounds of golf, raffle, prizes and golfing on the nationally recognized championship Robert Trent Jones, Sr. championship course.

At that price level, to make it a success, we will absolutely need the help of every member: ***golf yourself, get someone to golf, give a raffle prize, sponsor a hole (\$100/hole, \$200 for 3 holes!), or volunteer yourself for check-in, raffle patrol or assigned to one of the holes!*** SIGN-UP FLYERS ARE ENCLOSED! A sponsor for the **Golf Shirts**, and big ticket items to be auctioned, are needed. If you can help, let the committee know!

North Shore Bank proudly sponsors the Luncheon and **E.A. Stevens Insurance** graciously donates the Red Sox tickets!

So you can plan your life ...

On the evening of **May 20, 2010** we're planning a unique dinner meeting at Family Medicine, as guests of the good doctors.

On **June 24, 2010** we'll celebrate Summer

with a social cookout meeting on the Middleton Golf Course deck!

Shop Middleton, May 1 to 8!!

Who: The Shop Middleton Committee is working hard to get the word out about what Middleton businesses have to offer. In that vein, we are expanding our 2009 Buy Local Day into an entire week! We are hoping to attract more consumers to your location by making it convenient to shop throughout the week rather than just one day.

WHAT: Our suggestion is to offer the public a special, discount, giveaway or event/demonstration at your location throughout the week. We will list your special in our advertising if you meet the advertising deadlines for each medium. The earlier you sign-up the more opportunities you have to feature your business.

Some additional ideas could be:

- Buy one Get one Free
- 10-20% off your purchases
- Free gift with purchase or Free Samples
- Bring a friend and receive \$5.00 off
- Buy one get one ½ price
- Free consultations (service business)
- Demonstrations in your location
- Entertainment

HOW: We will be contacting many of the plaza landlords to participate by displaying banners and balloons facing 114 and encouraging them to provide entertainment, activities or food at each plaza location.

Our marketing efforts will include the following:

- 3 newspaper ads in the local papers
- Banners, posters and flyers displayed around town (at your business and public spots)
- Promotion on Middleton access cable channel
- Sandwich board at the Town Hall
- Shop Middleton Website
- Distribution of flyers in the Elementary Schools
- MBOT table set-up at the Middleton Post Office
- ShopMiddleton.org consumer database Email blast
- Press Releases to the local media
- Shop Middleton Week Specials Flyer

The cost to participate is \$25 for Middleton BOT members. We encourage you to share this opportunity with other businesses. Non-members will pay \$60 and be automatically enrolled as a MBOT member for the 2010-2011 year.

WHEN: You must respond to this letter ASAP with your intentions. Even though the deadline is April 14, if you wait until then, you will not be included in all of the outreach opportunities since we have print and media deadlines ahead of time.

If you choose to participate, email Peter Richardson, then please complete the enclosed form and mail it back to us at your earliest opportunity. Contact Peter at 978-774-3797 or peter@richardsongreen.com with any questions or for more information.

Thank you,
Shop Middleton Committee

Other Dates

May 2nd is the Third Annual Middleton
Earth Day celebration!

Catch a Boston Lobster at the *Ferncroft
Country Club* beginning July 6th!!