

# Business Idea Zone



*Happy Holidays! Now is the time for us to think about what this means for your business. What will you focus on this season? How will you grow your customer base? And most importantly, how will your business grab those discretionary dollars?*

It is with this in mind that we have partnered with Rich Kizer and Georganne Bender.

Rich Kizer & Georganne Bender are nationally recognized experts on customer diversity, "messaging with the media", marketing, and everything retail. They are widely referred to as retail anthropologists because they stalk and study that most elusive of mammals: *today's consumer*. Their unique insights appear frequently in newspapers nationwide; they've been featured on ABC National News, and their client list reads like a Who's Who in American business. In 2004, Kizer & Bender were named "Two of the Most Influential People in Retail Today". Their popular column, "Georganne & Rich on the Road", which appears monthly in Craftrends Magazine, was honored with the Award of Excellence by the American Society of Business Publication Editors (ASBPE) in 2004 and again in 2006. And their daily blog delivers great insight for all of us (<http://kizerandbender.blogspot.com>).

Now some of you may be wondering how their information will apply to your business. Rest assured there are conceptual golden nuggets in everything from Kizer and Bender. Find one and then PUT IT INTO ACTION. While this is the biggest challenge of all some days, it will be the most rewarding. Remember, if your business doesn't do it, someone else's will. *We want it to be You!* We are thrilled with this new feature for our clients and hope you are too.

Continued Success,

## Maria

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