

Hometown News Online!

Words of Wisdom...



"Success is a journey, not a destination."

Arthur Ashe, pro tennis player

Quick Links

[Sylvia's books](#)

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Where In the World



Is

Sylvia?

February 4, 2018

Center for Non Profit Stewardship, Corvallis, OR



September 27, 2017

Missing September 13?

In case you missed this issue ... you didn't! I was in Winnipeg teaching a pre-conference workshop at the annual IDA (International Downtown Assn.) on sponsorship. This group was a great cross section of Main Streets, Business Improvement Districts and Special Improvement Districts plus a smattering of government officials and board members. Interestingly, the problems continue to be the same, year after year ... basically not enough money and not enough time.

I did the regular 12 Steps piece and realized that this system still works! It is so simple ... find out what the other person wants and then give it to him (or her). You should be working on your 2018 sponsorships now because 50% of sponsorship dollars are allocated in the fourth quarter of the year PRECEDING your events (i.e. 2018 \$ is being allocated now).

If you have been to one of my seminars you know the system works. And, you know they aren't boring. This is one of my favorite quotes:

March 15, 2018

CPRS, Long Beach
Convention Center, CA

April 27-28

Waretown Spring Wine
Festival, Waretown, NJ

May 16, 2018

CRPA/MRPA
Sturbridge, MA

June 2018

Jersey Shore Wine Festival

June 14-26, 2018

Uganda summer trip

Farmers' Market

Aitkin Farmers' Market
9 am to 1 pm
Aitkin, MN

Harvest Moon Brew Fest

Fifth Annual Harvest Moon
Brew Fest, September 8,
2018

**Rotary meetings for
Sylvia's Children**

10/11-Belle Plains, MN

11/2-Madison,NJ

12/5-Secaucus NJ

*"Sylvia makes an exhausting, time consuming,
always changing subject/professional field fun,
exciting and possible!"*

I am doing mini seminars (2 hours max) both for refreshing what you already know and/or teaching you what you don't! Your investment is \$2,500 plus travel. If you invite a group of event and non-profit folks you could easily recoup your investment while, at the same time, getting the value from the training.

The following dates are still available:

October 23-27

November 6-10

November 27-December 1

Let me know if any of those work for you.

P.S. - Wrote a great event production article for PRESERVATION ALLIANCE OF MINNESOTA magazine. It's a road map to success ... let me know if you would like a copy.

12/6-Rosemount, MN

12/6-Mankato, MN



Lots of great stuff every two weeks!
