

BIG Bulletin

Riverside Downtown Business Improvement District



Riverside Celebrates Festival of Lights 25th Anniversary

This year marks Riverside's 25th annual Festival of Lights and it's going to be BIG. The Mission Inn Hotel and Spa's holiday event runs November 24, 2017 through Saturday, January 6, 2018 in beautiful Downtown Riverside. More than 500,000 people visit Riverside each year during the six-week event, including an expected 80,000 at the annual switch-on ceremony the day after Thanksgiving. The Festival of Lights has been recognized as the best holiday lights show in the U.S., according voters of USA Today. The same readers named the Festival of Lights the best holiday festival in the country.

The annual Festival of Lights Switch-On Ceremony, produced by The Mission Inn Hotel & Spa, the Greater Riverside Chambers of Commerce and the City of Riverside is Friday, November 24, 2017 at 4:30 pm outside the Mission Inn Hotel and Spa. When Santa and friends pull the switch, the glow of 5 million lights decorating the Mission Inn will fill the streets, causing people to clap and cheer that the holiday season has begun. A magical fireworks show follows the Switch-On Ceremony and this year's show promises to be bigger and better than ever before.

The City of Riverside enhances the event with additional holiday lighting, specialty food vendors, and family friendly entertainment. Food vendors will include holiday treats like hot coco, sweet and savory bites, tamales, kettle corn and more. Family friendly entertainment will include horse-drawn lighted carriages, train rides, a Century Wheel, Go-Round Carousel, awesome entertainment, and photos with Santa. The Artisans Collective, an innovative arts market where the community can purchase original art from local artists, hear local musicians and participate in free public arts workshops, will be open Thursday through Sunday from 5 pm to



10 pm starting November 25th.

This year, for the first time in more than 50 years, Riverside will have a float in the 2018 Pasadena Rose Parade to honor Duane and Kelly Roberts, Keepers of the Inn! To volunteer to decorate, visit RiversideFestivalOfLights.com.

NOTE: Businesses in the downtown core will be impacted by street closures on the day of the Switch-on Ceremony. Streets will start closing down at 4 am and will not reopen fully until Midnight. You will need to plan your deliveries for the day of the Switch-on Ceremony as access will be limited and in the case of Mission Inn Avenue from Market Street to Lime Street, prohibited completely.

Due to safety concerns with increased traffic and pedestrians, streets will be closed Thursday through Sunday from 3 pm to Midnight. Businesses within the event footprint should plan accordingly. Carriage routes will stay the same as will the three pickup/drop-off locations. Bus drop-off and pickup locations will also remain the same.

The 25th Annual Festival of Lights will bring many visitors to Downtown Riverside. To help minimize traffic congestion and direct visitors to available parking during the weekend of the Switch-on Ceremony, the City of Riverside parking garages and surface lots will be staffed with parking attendants during the Switch-on Ceremony beginning at noon. Parking will be \$10

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**DOWNTOWN
RIVERSIDE**
The art of the City

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The next RDP monthly luncheon will be Tuesday, November 28th with Tonya Kennon, Library Director, presenting on the new Main Library. The luncheon will be held at the Marriott Riverside.

The cost of the luncheon is \$20 with reservation by Friday prior to the meeting, or \$22 at the door.

Please call the RDP Office at (951) 781-7335 for reservations.

Reservations not cancelled before the prior Friday will be charged.

The meeting is sponsored by Tilden-Coil Constructors.



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upon entry.

Effective Saturday, November 25th, garages will be staffed Saturdays and Sundays from 2 pm through the evening hours and Friday evenings from 5 pm through the evening hours. Parking will be \$10 upon entry.

Surface lots and on-street parking will remain free of charge Monday to Friday after 5 pm and all day on weekends.

As an added convenience, patrons may reserve a parking space in selected garages for \$5 plus a service fee using ClickAndPark.com. This service will be available from November 24th through Sunday, December 17th. To reserve more than 20 spaces, please contact Central Parking at (951) 682-3167.

Nine Times to Riverside: Gerald Dickens Returns to Perform His One-Man Shows

Riverside is an early stop for Gerald Charles Dickens on his 2017 U.S. Tour. A great-great-grandson of the literary master, Charles Dickens, Mr. Dickens will perform for the public and for local high school students on November 13 and November 14, 2017.

Inspired by the life and works of his great-great-grandfather, Gerald Dickens began performing his one-man shows with a theatrical performance of *A Christmas Carol* in 1993. Since then he has written and performed *Mr. Dickens is Coming!*, *Nicholas Nickleby*, *Sketches by Boz*, *Sikes and Nancy*, *Top Hole!* and *Doctor Marigold*. He regularly performs in major theatres and arts centers as well as in hotels, stately homes, libraries, festivals, schools and colleges both in the United Kingdom and the United States. 2017 marks the ninth time Mr. Dickens has appeared in Riverside.

This year, Mr. Dickens will perform in two productions, both at 7 pm at First Christian Church located at 4055 Jurupa Avenue.

Monday, November 13th - A Christmas Carol

Dickens' beloved and heartwarming story of redemption has defined how Christmas is celebrated around the world for over 10 years. In Gerald's adaptation of this classic tale he plays over 30 characters using his vocal and physical talents to bring each scene vividly to life. Gerald's performance of *A Christmas Carol* has received standing ovations the world over.

Tuesday, November 14th - Doctor Marigold


In 1865 Dickens wrote "Doctor Marigold's Prescriptions," a short story, which turned out to be one of his most popular Christmas time readings. The Doctor is a market Cheap Jack (itinerant hawker of cheap goods), named in honor of a doctor who assisted at his birth. On the surface he is a trader with a rapid sales-patter, but underneath there lies a story both moving and heartbreaking. Gerald's performance of *Doctor Marigold* is a first for Riverside's audience.

The cost for each is \$40.00 per person, and \$25.00 for students with/ID and children under 12. Tickets will not be issued; there will be a guest list at door. The ticket includes performance followed by refreshments and book signing. Attend both nights and save \$10,

Local business employees that show proof of employment will have in-out parking privileges on the same day that entry was purchased as long as spaces are available.


Streetplus and the RDP Ambassadors will be patrolling the parking facilities for the duration of the event. Nevertheless, please store valuables out of sight prior to arriving to any parking facility, always lock the car doors and roll up the windows when parking the vehicle.

We look forward to helping drivers find available parking and reducing congestion caused by cruising.

For more parking related information, please visit <http://www.riversideca.gov/fol/information.asp>. 

PLEASE NOTE:

Mr. Dickens will be available to sign books and gifts following the performances. While all photographs, audio and video recordings are prohibited during the performances, photos are permitted and encouraged at the signings. Mr. Dickens' performances are produced by Byers' Choice LTD, makers of the nationally-known Carolers and Kindles figurines, located in Chalfont, PA. For more information on Mr. Dickens' 2017 tour calendar, visit www.byerschoice.com.]

Please visit our website at www.dickensfest.com for more details. 



With "Great Expectations" we celebrate our
Silver Jubilee
25 Years of Wit & Wisdom
1993 - 2018
Feb. 24 & 25
10am to 5pm
Our theme book for 2018 is... 

Charles Dickens
portrayed by Paul Jacques

RIVERSIDE DICKENS FESTIVAL
Main Street Pedestrian Mall
near City Hall
in Historic Downtown Riverside

Visit our website @ www.dickensfest.com for more information
A non-profit, 501(c)(3) educational organization
Pay by MasterCard, Visa, Discover or Check



WATER | ENERGY | LIFE


CITY OF RIVERSIDE



COUNCIL CORNER

Ward One Council Update

Contributed by Councilman Mike Gardner

Downtown Goings On

Main Library: The Council approved the design and funding of the new Main Library on October 3rd. The design is quite striking and unique, but not popular in all people's minds. The new library will be three stories high and offer just over 42,000 sq. ft. of usable space. The area under the raised library will be both a pedestrian passageway and a programmable community space. The pedestrian path will connect the Fox Performance Center on the North with the new Main Library, the shops in the future mixed use project on the remainder of the former bus station site, RCCD's Centennial Plaza including the Coil School for the Arts and the RCC performance venues at the site, and finally White Park. Over time I believe this pedestrian area can rival the Main Street Mall for use and interest.

Funding for the new Main Library will be a bond backed by Measure Z funds. The total capital cost is roughly \$40 Million including furniture, fixtures and equipment. The library collection is a separate budget item, but the funds are already set aside. \$30 Million was originally budgeted for the Main Library. The additional \$10 Million was shifted from

the budget of the proposed new police headquarters. It was set aside for a detention center which is essentially a jail for short term incarceration. After review it was determined that the city does not want to be in the jail operation business so approximately \$10 Million in budgeted money became available and the Council moved it from police to library. It is important to note that the police headquarters itself will not be affected by the budget reduction. It will still happen once a site is selected and there is \$35 million budgeted for its construction.

This is a design rendering of the Mission Inn Avenue elevation of the new Main Library.

Mike Gardner



Ward Two Council Update

Contributed by Councilman Andy Melendrez

Happy Fall Greetings to everyone in Ward 2 and the City of Riverside!

The Lincoln Park Neighborhood Group will be hosting their annual community Thanksgiving Dinner on November 17th from 5 pm to 8 pm at Lincoln Park located at 4261 Park Ave, Riverside, CA 92507. The dinner is FREE and open to the public. This has been an annual tradition of the Lincoln Park Neighborhood group and part of their mission to help feed families in need during the holidays along with building comradery around their community park. Everyone is welcome to attend, please pass the word out and join us for great turkey and food! If you would like to donate food to this cause please contact Ralph Martinez at 951-756-4569.

Annual Nuestra Navidad Breakfast:

Latino Network will once again be hosting their Annual Nuestra Navidad Breakfast on December 13th from 7:30 am to 9 am at the Stratton Community Center, 2008 Martin Luther King Boulevard, Riverside, CA 92507. For details about sponsorships and ads or to purchase tickets contact Ninfa Delgado at 951-288-4037, ninfa@rchf.org, or Ofelia Valdez-Yeager at 951-453-4062, valdezyeager@sbcglobal.net.

The Art of Giving Gala:

I would like to extend my appreciation to everyone who has supported the Riverside Arts Academy. This year the Riverside Arts Academy Art of Giving Gala took place on October 18th at the Cesar Chavez Community Center. The evening comprised of wonderful performances by our world renowned Alpin Hong with the attendance of parents, friends, teachers, community members and donor supporters. A special thanks

to our generous sponsors at Windermere Real Estate Tower Properties, HUB International, Pacific Premier Bank, PE.Com, Tower Property Management, Riverside Medical Clinic, Altura Credit union, RPOA Riverside Police Officers Association, Ruhnau Ruhnau Clarke Architects Planners, Bank of America, Citrus Heritage Escrow and the City of Riverside. I would also like to thank the City's Parks and Recreation Community Services Department who have helped make this program a success! We will continue working to ensure each child has the opportunity to participate and immerse themselves in the wonders of art, music and dance.

Thank you for continuing to support the efforts to serve, improve and enhance the lives of our communities through the ARTS! For sponsorship opportunities or to be a member of the Riverside Arts Academy visit: www.riversideartsacademy.com.

Highlander Sport Update:

Come root for our Gold and Blue UCR athletes and enjoy our fall sports. Featured athletic events to enjoy include our Women's Golf, Men's Golf, Women's Soccer, Men's Soccer, Women's Volley Ball, softball, Women's Basketball, and Men's Basketball. For a detailed list of all games and to purchase tickets visit: <http://gohighlanders.com/calendar.aspx>—**GO HIGHLANDERS!!!**

Andy Melendrez




12th Annual A Salute to Veterans Parade and Expo

The Inland Empire A Salute to Veterans Parade Committee will take place at 10 am on Saturday, November 18th during the City's official Veterans' Week. Bryan Suits, an American war veteran who has served in Desert Storm, Bosnia, and Iraqi Freedom, will act as Grand Marshal of the parade.

A Salute to Veterans Parade and Expo honors veterans of all ages and eras and celebrates those men and women who served to protect the freedoms that we treasure. Parades over the past years have featured over 100 entries including marching bands, fly-overs, equestrian units, color guards,

marching units, antique cars, military vehicles, floats, and of course, veterans.

This year the event will include an expo near the Riverside County Courthouse immediately following the parade. The expo will include static displays and booth with organizations whose services or products are of unique interest and value to veterans.

Additional information is available by following updates on Instagram (@salutetovets) and liking the parade's Facebook page – 12th Annual A Salute to Veterans Parade & Expo. 

Riverside Public Utilities Shares Rate Proposal with the Community

Most of us would find it difficult to imagine a day, a week, or a month without electricity or water. In some circumstances, losing these public services can be inconvenient; in others, it can be deadly. For example, this past September a power failure due to Hurricane Irma resulted in the loss of twelve senior citizens at a Florida care center.

Water and electricity flow through every aspect of our lives. In Riverside, it also flows through 2,400 miles of pipes, lines, and cables, nearly a third of which are over 60 years old and beyond their useful life. Replacing infrastructure before it fails can save lives and also save money, as it is far less expensive to replace infrastructure ahead of time than in an emergency. Riverside has benefitted greatly from past decisions that have ensured ongoing deliveries of affordable water and electricity to our homes and businesses. We now face such a decision.


Since our last utility rate increase was adopted in 2006, Riverside has invested more than \$300 million to improve electric and water service reliability. We built four natural gas-fired turbines to make sure that on the hottest days and in the worst emergencies we can protect vital public services and avoid blackouts. We also rebuilt the 16-million-gallon Evans Reservoir to seismic standards and built the John W. North Treatment Plant which allowed Riverside to declare independence from expensive imported water. Our current rates reflect these investments.

In 2010, Riverside's utility rates were frozen in order to help the community recover from the Great Recession and retain business investment in Riverside. Since then, infrastructure replacement costs have continued to rise, and new state regulations have added significant expenses to our utilities. During the recent drought, the state required Riverside to

reduce water sales by 28%, resulting in \$33 million in lost revenues. Likewise, Riverside is required to increase the amount of renewable energy in our power resource portfolio to 50% by 2030, which will cost the utility over \$100 million over the next 10 years.

Fortunately, Riverside's 10-year rate proposal will maintain our commitment to reasonable and affordable rates that will remain competitive compared to surrounding electric and water providers. The proposal includes an average 4.8% annual increase in electric rates for the next five years and an average 8.6% rate increase in water over the same period, then a shift to inflation-based annual increases. At the end of five years, Riverside's typical residential customer will have electric rates 15% less than Southern California Edison and water rates 40% less than Western Municipal Water District. Rates for Riverside's businesses, on average, will remain similarly competitive.

Riverside's publicly owned utilities add nearly \$500 million in value to our local economy every year, in addition to providing the electricity and water that are essential to our community's health and prosperity. Such public benefits require ongoing investment in replacing aging infrastructure and maintaining financial stability. We can no longer afford to postpone adjusting rates in the face of increasing costs and new regulatory requirements.

In the coming months Riverside faces a historic decision, similar to the past, on maintaining our \$4.2 billion dollar electric and water systems and the quality of life that they support. We invite you to learn more about the 10-year rate proposal at RiversidePublicUtilities.com/rateplan, attend upcoming community meetings, and join this important conversation. 

Annual Mission Inn Run – 40 Years and Running...


This Signature Event takes place in Historic Downtown Riverside and is an Inland Southern California Tradition! The Mission Inn Run offers a 5K, 10K, and a 1/2 marathon. These courses wind through the historic parks, sites and neighborhoods of Riverside, making a picturesque event for participants and spectators alike.

The Event kicks off on Saturday afternoon, November 11, 2017 on 6th Street and Main Street at the Clark's Nutrition Health & Fitness Expo offering pre-registration, packet pick-up, live demonstrations, booths, a bench press contest, and a Crossfit competition!

On Sunday morning, November 12, 2017 is Race day! The

Health & Fitness Expo continues and at the Finish Line Festival, awards will go to the overall men and woman in each race and to the top three male and female finishers in each age division.

Join the Mission Inn Foundation in celebrating the 40th year of this fundraising event!

Note to Downtown Businesses: There will be street closures on Sunday, November 12th for the event. Full street closures will start at 5 am and continue until Noon. The finish line is in front of the Mission Inn Hotel and Spa. As the event brings thousands of participants and spectators to downtown Riverside, we encourage you to be open and ready for the crowds. 


Shop Local (and get ready for Small Business Saturday)



Get ready for this year's Small Business Saturday on November 25th. American Express who launched the movement has a number of tools available for small businesses on their website, <https://www.americanexpress.com/us/small-business/Shop-Small/>. These tools include printable signage and free online

ads, plus loads of tips on how to promote your small business.

Check <https://www.facebook.com/SmallBusinessSaturday> as well for more information on how other small businesses are getting ready and encouraging customers to Shop Small Shop Local.

As Small Business Saturday is the day after the Festival of Lights ceremony and the second day of the Festival of Lights event, we will not be holding any events to promote Small Business Saturday. We do have a supply of Shop Small posters for businesses to put in their windows to promote the Shop Local movement. If you would like one to display, please contact the RDP office. 

Time for Holiday Spirit

Miracle on Main Street


On December 10th, the fifth annual Miracle on Main Street Toy Drive and Health Fair will take place from 10:30 am to 2:00 pm between 5th and 6th Streets. The event will include Santa distributing toys, a Healthy Kids Zone featuring games and prizes, and free health screenings for adults and children in attendance. Last year's event provided toys, health screenings, and a day of fun for nearly 1,000 families.

There will be a Kick Off on November 15th from 5:30 pm to 8 pm at ProAbition. Entry is \$20 or a toy of equal value, with all proceeds going towards Miracle on Main. If your business would like to be considered for a drop off for toys or you would like more information on how to make a donation or become a sponsor, please contact Janice Penner

at 951-781-7339 or at Janice@riversidedowntown.org. More information will be provided in the December issue of the BID Bulletin.

25th Anniversary of the Spark of Love Toy Drive

This year is extra special as it is the 25th Anniversary of the event. The Spark of Love event collects toys for the children in the Riverside community starting from infants up to age 18.

Businesses can support this worthy cause by having a collection box (or two) in their business to help collect new, unwrapped toys, gift cards (for the older kids) or any other donations for less fortunate families. To participate, contact Kim Sabatello at the City of Riverside Fire Prevention at 951-826-5960 or ksabatello@riversideca.gov. 



Business Spotlight: Farmer Boys

Founded in 1981 and headquartered in Riverside, California, Farmer Boys® is a fast casual restaurant chain serving award-winning burgers, specialty sandwiches, crisp salads, signature sides,


and all day breakfast. Farmer Boys knows farm fresh food will never go out of style. Today, thanks to an ever-expanding franchise operation, the Farmer Boys family continues to grow. Farmer Boys currently operates 90 restaurants in California and Nevada.

Our Mission:

Make it right, make it fast, make it friendly, make their day! Farmer Boys purchases the freshest ingredients directly from local farmers and purveyors, whenever possible. By going the extra mile for delicious, flavorful food, our guests can count on a fresh-cooked, made-to-order meal every time they visit us. It is embodied in our mascot and Head of Security, The Scarecrow, whose mission is to protect and serve farm fresh food. Each and every employee across our expansive family



of restaurants believes that the freshness and quality of the ingredients our guests are served is at the core of our success. This attention to excellence extends to our friendly table service and fast and easy drive-thru.

Farmer Boys Riverside—University Ave. is located at 3400 University Ave. in Downtown Riverside. For store hours, phone number and other nearby locations please visit Farmerboys.com. 

RDP Welcomes New Businesses to Downtown

Fire Up Grill (Restaurant) • I Feet Massage • Jp Enterprises (General Merchandise)
Law Office of Alejandro Barraza Paez • Paeteria Y Neveria El Arco De Michaoacan #2 (Food) • Phone Home
(Electronics) • The Cadillac District Antiques & Collectables • The Herban Collective (Garden/Floral)
The Law Office of Elena Medina • Vintage 509 (Antiques)

SECURITY CORNER

Riverside Police Department Recommendations

Following the tragedy in Las Vegas, some business operators are asking what can we do? One action business operators can take on at 'the front end' or prior to an incident taking place is to be aware of common warning signs for their staff. This could include:

- Increasingly erratic, unsafe, or aggressive behaviors
- Hostile feelings of injustice or perceived wrongdoing
- Drug and alcohol abuse
- Marginalization or distancing from friends and colleagues
- Changes in performance at work
- Sudden and dramatic changes in home life or in personality
- Financial difficulties
- Pending civil or criminal litigation
- Observable grievances with threats and plans of retribution

Businesses should actively utilize some type of Employee Assistance Program. Businesses should consider reporting issues to the Police Department, even non-criminal behavior, so that a threat assessment can be done.

Should an active shooter type of event occur, business operators should continue to follow the mantra, "Run, Hide or Fight."

RUN: If it is safe to do so, the first course of action that should be taken is to run. When possible, individuals should exit the building through the safest route and proceed to a designated assembly location(s) or an alternate vetted site. Despite the complexity of this situation, facility occupants and visitors at risk who can evacuate safely should do so. Research shows the best method to reduce loss of life in an active shooter incident is for people to immediately evacuate or be evacuated from the area where an active shooter may be located or attempting to enter.

HIDE: If running is not a safe option, staff should be trained to hide in as safe a place as possible where the walls might be thicker and have fewer windows. Likewise, for occupants that cannot run, hiding may be the only option. In addition, occupants should lock the doors and/or barricade them with




Integrity Service Excellence

heavy furniture, if possible; close and lock windows and close blinds or cover windows; turn off lights; silence all electronic devices; remain silent; look for other avenues of escape; and identify ad-hoc weapons.

FIGHT: If neither running nor hiding is a safe option, when confronted by the shooter individuals in immediate danger should consider trying to disrupt or incapacitate the shooter by using aggressive force and items such as fire extinguishers, chairs, or any other type of improvised weapon in their environment. Research shows there is strength in numbers.

Call 911 when it is safe to do so, in particular if you have suspect information.

People should be aware that the first priority for law enforcement is to respond to the threat, engage, and neutralize the active shooter as soon as possible; all other actions are secondary. Occupants should not be alarmed if officers shout commands and push individuals to the ground for their safety. The first officers to arrive on the scene will not stop to assist with injured persons. Occupants should be trained and/or told to cooperate and not to interfere with the law enforcement response.


A tremendous amount of additional information, including training videos and action plans, can be found at: www.dhs.gov/active-shooter-preparedness. 

Sign Up for Riverside Alert

The City has launched a mass notification service that can alert you in the case of an emergency. When the City issues a notification about a potential safety hazard or concern, you receive a message on the voice or text communication method you selected such as your cell phone. To sign up, create an account on Riverside Alert and add contact and location information. You opt in to enter your contact information and subscribe to notifications you care about. Your information is protected and will not be used for other purposes. To stop receiving notifications, simply remove your contact information from your profile.

To sign up, go to www.riversidealert.com. 

Sign Up for RDP Email Alerts and Constant Contact Newsletter

Do you want to find out about what's happening downtown more frequently? Then RDP needs your email address so we can add you to our Downtown Business email listing and to our Constant Contact email newsletter. Please send your email to Janice@riversidedowntown.org so we can add you. You can always 'unsubscribe' later if you choose to do so. 

BUSINESS BUZZ

Avoiding Networking Mistakes That Make You Look Amateur

by Alyssa Gregory

Networking is a major part of growing a small business. If you don't get out there to meet and mingle with your target audience, your peers, and leaders in your industry, you are severely limiting possible growth opportunities for yourself and your business. Whether you are networking at small business conferences, industry trade shows or various types of events in between, it's important to present yourself professionally and confidently.

Are you networking successfully? Well, if you make any of these five networking mistakes, chances are you are not making the best first impression.

1. Not Having Business Cards

We may be in the technology era where we never leave home without our smartphones and spend more time with our devices than other people, but that doesn't mean virtual business cards have replaced traditional ones. Sure, there are a myriad of apps out there that provide an alternative way to share contact information while networking, but that doesn't mean paper business cards have lost their value.

Trading physical business cards while networking can be a powerful touchpoint that can amplify your first impression. Plus, business cards are still expected and treated as the norm in many professional settings. Not to mention an effective business card can be a powerful part of your brand that makes your business memorable.

2. Using DIY Business Cards

While not having any business cards to hand out is a major networking mistake, having unprofessional business cards that you created yourself is even worse. Just because you can buy perforated business card paper that works in your printer does not mean you should. Even if your design skills are up to par, it is almost always obvious when a business card was not printed professionally.

Business cards are very affordable, and there are many services that provide design templates and even custom design services for a reasonable fee, so there is no reason to print your own business cards.

3. Forgetting About Your Elevator Pitch

Networking is all about getting your business in front of

people that matter, but networking situations can often be a lot like speed dating. When there are a lot of people at an event who are interested in making the rounds, to meet as many people as possible, you will have a very brief period of time to introduce yourself and make a great first impression. This is why you absolutely must have an elevator pitch.

An elevator pitch is one- to two-minute speech that provides a succinct overview of your business, products or services. The goal is to introduce yourself and your business quickly in a way that is both engaging and memorable. If you don't have one, you should write your elevator pitch today.


4. Only Talking to People You Know

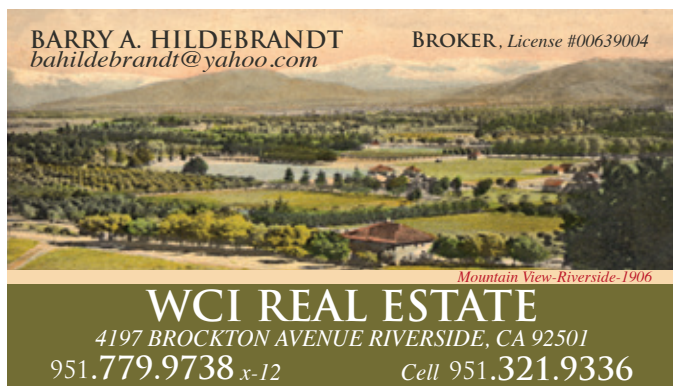
Remember in high school how we all tended to stick with our groups, rarely venturing into other cliques? Sticking with what we knew may have helped us survive the teenage years, but it makes for very inefficient professional networking.

If you stick around people you already know, you are missing all of the true value that comes from networking. Be ready and willing to get out there and introduce yourself to new people. You never know who you might meet and what it could mean for your business -- that's the true power of networking.

5. Neglecting to Follow Up

While the actual event is the part of networking that usually consumes most of our time and energy, successful networking doesn't end there. In fact, it's what happens after an event that can determine the success of your networking efforts. If you don't follow up with new contacts you meet during the event, you and your business will probably be quickly forgotten. Whether you follow up by phone, through email or by adding people you met as connections on LinkedIn, an appropriate follow-up process after networking is vital.

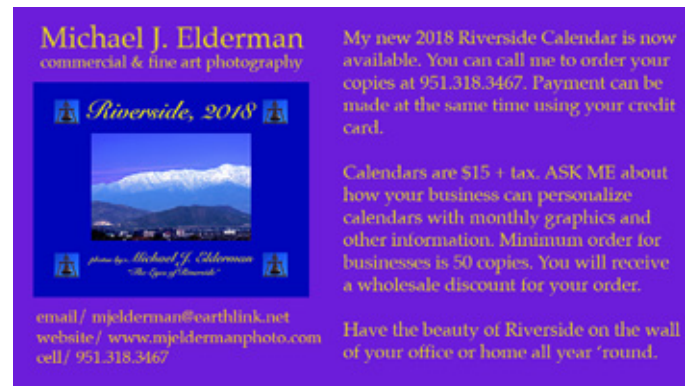
Keep in mind that networking can take many forms -- local events, national conferences, one-on-one meet ups and even online groups and communities. Being open to many kinds of networking opportunities can make the difference between sustained business growth and stagnation. 



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Michael J. Elderman
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Riverside, 2018

My new 2018 Riverside Calendar is now available. You can call me to order your copies at 951.318.3467. Payment can be made at the same time using your credit card.

Calendars are \$15 + tax. ASK ME about how your business can personalize calendars with monthly graphics and other information. Minimum order for businesses is 50 copies. You will receive a wholesale discount for your order.

Have the beauty of Riverside on the wall of your office or home all year 'round.

email / mjelderman@earthlink.net
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Submit press releases to:
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Press deadline is the 15th of each month prior to publication.

For Downtown News Alerts email Janice@riversidedowntown.org

For Events email Janice@riversidedowntown.org.



RDP Facebook Page

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Andrew Guerra – ABP

Roy Hord Volunteer of the Year Award Nominations



The late Roy Hord was a former RDP board member who faithfully served the community of Riverside for over 25 years. RDP established the Volunteer of the Year Award in his memory in 2003. The award is given to those individuals who exemplify his spirit of volunteerism and presented each year at RDP's Annual Meeting and Awards Ceremony which will take place on February 21, 2018.

RDP is currently accepting nominations for this award until Friday, January 5, 2018. Nominees should be dedicated to the community and have a history of volunteerism, particularly with youth. Nomination forms can be obtained by emailing Janice Penner at Janice@riversidedowntown.org.

