



Businesses in town are not obligated to purchase an ad in our Program Guide. There are any numbers of reasons they may have for purchasing an ad. Perhaps they may have a relationship with a student. They may be looking for an advertising opportunity. Or they may want to make a donation to support the band. All of these are reasons are voluntary and the business is under no obligation to participate.

I have been told about a number of businesses in town who will no longer purchase an ad in our Program Guide. They did not have a good experience with whomever they dealt with. The businesses felt they were harassed by multiple parties trying to get the same ad.

I understand this is great fundraiser with an opportunity for students to bank a lot of points. Earning enough points will allow the Bandbacker's dues obligation to be met and possibly other fees to be covered.

With that being said, we all need to also look at the big picture. Without the support of local businesses throughout the year much of what Bandbackers is able to do would not be possible. We cannot afford to lose even one business!!

If you have sold ads for the Program Guide in the past I'm sure you have run up against this situation: You have solicited a business, they agree to buy an ad from you and will provide the ad and payment at a later date. When you visit the business at a later date, they say they have already turned in the ad and the check. Perhaps another student solicited them and they provided the ad and check to them by accident. This is not the fault of the business or the fault of the other student. It is really a matter of being in the right place at the right time.

If this happens to you, things you cannot do are:

- You cannot confront the business by saying they promised the ad to you. You should thank the business for supporting the band and go on your way.
- You cannot ask the business to provide you the name of the student to whom they provided the paperwork.
- You cannot confront the other student/parent who picked up the ad and check.

If this happens to you, things you can do are:

- Chalk it up to experience and decide to be more diligent about keeping in touch with businesses who have agreed to purchase from you. If they know you, it will be less likely they provide the ad to someone else.
- Continue selling ads to other businesses.
- Thank any businesses you come across who may have already purchased an ad from another student.

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We always need to keep the big picture in mind. Though students are earning points individually, the band as a whole benefits.

If you have any questions I ask to please contact me or the Vollaro's to discuss any issues you have.

I wish you good selling.

Thank you,

Brian Robarge
President, Southington Bandbackers