



The **“Borg”** is a Collective of woodworkers who work together to significantly expand all members’ customer bases by sharing new and successful marketing methods.
We also act as a group source to answer business related questions.

Greetings everyone!

Our first meeting will be held on Saturday, May 10th at 1:00PM. The location will be in the Greenway Meeting Room of the Comfort Inn Hotel which is attached to the Old Chicago Restaurant. The address is: 4040 2nd Street South, St. Cloud, MN 56301. The time was changed from 9:00AM to 1:00PM to allow members of the CMWA Woodturners group to attend.

The first meeting is intended to provide an arena for members to mingle and become familiar with each other’s business interests. At this time, there is no cost for membership and all who are interested in attending are welcome. If you plan on attending, please let me know so that I can arrange for the appropriate materials and space.

Over the next year, we will be meeting monthly to discuss all aspects of business start-ups and marketing strategies. Once we determine the group’s needs and topics of interest, we can plan more structured meeting agendas. This meeting is expected to last about 90 minutes and the agenda will be as follows:

- BBW goals
- Introductions
- An inventory of resources
- The components of a marketing plan
- Round table discussion of future topics
- A real time marketing success story

Implementation of a marketing plan requires persistence, dedication and patience. The results of a marketing plan are sometimes realized soon after inception, but more often than not, they take time to become effective. It’s more typical to see results in the time frame of 6 months to 2 years, depending on the product and the plan. There will be countless rejections and roadblocks. Everyone starting a business needs to prepare for this. With this said, I have to say that I am very excited about the potential of this group.

I am not aware of another group of woodworkers that takes marketing to the extent that this group will. We will set out to find and take advantage of all avenues of sales and marketing. Every member will have the ability to do online sales (both domestic and international), direct mailing, newspaper advertising, manufacturing sales representatives, etc... through the collective resources of the group.

We are here to help each other by:

- Learning the basics of business start-ups
- Learning from each other’s successes and failures
- Sharing our resources
- Discussing marketing strategies
- Answering business related questions

If you’re interested in the group as described above, please contact me to let me know if you plan on attending the May meeting. You can reach me at 320-259-4893 or at scott8161@charter.net.

Scott Randall