



# News from Brighton



## Spotlight on Business

This week's spotlight is on COUNTRY FINANCIAL.

Country Financial in Brighton is owned by Dan Metz and is located at 217A North Street.

For 25 years they have been filling the insurance needs of Brighton residents. They offer insurance for auto, home, farm, commercial, life, disability and health. They also offer annuities and retirement services. A little known fact is that you don't have to die to benefit from life insurance!

Country Financial is a supporter of Brighton by sponsoring or donating to the Parks Committee Christmas wreath and quarter auction, the Best of the Best car show and the Betsey Ann picnic.

Dan and the staff are also involved with St Jude's and the MS foundation fundraisers, a member of the Southwestern Chamber of Commerce and Dan is a member of Crossroads Church.

Country Financial employs Stephanie Large as the office manager and their office hours are 9-5 Monday thru Friday.

Give Stephanie or Dan a call today at 618-372-8845.

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Want your business in the spotlight? All you have to do is register your business and complete the spotlight form.

<p><b>Dan Metz</b>  <b>618-372-8845</b>          Brighton, IL</p>		
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# Wayne's Word



## News from Mayor Schafer

**Nothing from me this week, but check back in the next newsletter.  
Have a great week!**

Do you have news you want to share with other businesses in Brighton? Do you have a topic you want addressed? Share your news and ideas with the Economic Development Committee via e-mail to [paigebeilsmith@brightonill.com](mailto:paigebeilsmith@brightonill.com)



# SUMMERTIME

During the summer months the opportunity to be outside increases, it can be difficult to build business. People seem to be less interested in work and more interested in play. Do you have a solid summer marketing plan? The people that stand out during the slower months are the ones that put in the extra effort to be seen. In order to gain the attention of new potential customers, it may be time to change things up. Here are 3 creative ways to build business during the summer months.

**Take It Outside-**The more you are seen being active in the community, the more personalized your company becomes in the eyes of potential customers. People want to feel like they know you. The summer months are filled with opportunities to meet face to face with potential clients.

**Events-** Having a booth at a community event or simply showing up will gain the respect and attention of customers. Attend the Independence at the Park event, be seen at the circus, buy a wreath and decorate it for Christmas quarter auction, or volunteer at a charity event. You can even create your own event! Partner up with some other Brighton businesses and host a cookout event at Schneider Park. The more effort you make to be involved and seen, the more opportunities you create to meet new customers.



**Sponsorships-** Don't have time to attend or create events? Be an event sponsor. Brighton has the community events on our calendar located on our website and sponsorship opportunities are offered in our newsletters. Having a sign or banner at the Bike MS event, Best of the Best Car show, or along the road when the circus is in town will allow exposure without having to personally attend each event.

**Forget-me-nots-** Make sure at every event, people leave with some sort of physical representation of your company. A little basketball, sunglasses, or pens- a small keepsake will keep you in the forefront of their minds when it matters most.

## Summertime Continued

**Online Re-design-**Take the summer theme online to connect with potential customers that may not see you at an event.. Summer is about having fun, redesign your marketing pieces to have a summer feel. Add a new picture to your website, blog and/or newsletter wearing your vacation-wear, show your favorite vacation spots, whatever you feel will best represent you in a more casual way. This will allow potential customers to connect with you on a personal level, which in return, will build trust

**Advertisements-** Target your ads towards community pages in newspapers, such as the events calendar or main community page. These pages increase in volume during the summer months and will allow increased exposure for your business.

**Incorporate Kids-** Parents are always looking for activities for their kids to get involved in during the summer. Why not lend a helping hand by incorporating kids into your summer marketing plan? Maybe host a kids day.

**Games and Sponsorships-** If you have a booth at a village event, incorporate a game for kids at your booth. Whether it is a ring toss or a small pool with floating ducks, if the kids are having fun the parents will stick around and be more apt to remember your business later. Not attending events? Sponsor a ball team. This type of sponsorship will represent your company throughout the entire summer season.

The Economic Development committee hopes your business thrives this summer !





## Secure your Wi-Fi networks

If you have a Wi-Fi network for your workplace make sure it is secure and hidden. To hide your Wi-Fi network, set-up your wireless access point or router so it does not broadcast the network name, known as the Service Set Identifier (SSID). In addition, make sure to turn on the encryption so that passwords are required for access. Lastly, it is critical to change the administrative password that was on the device when it was first purchased.

From FCC.gov

Look for more tips on how to keep your business data safe in future newsletters

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## QUOTE CORNER

Imagination is more important than knowledge.  
For while knowledge defines all we currently know and understand, imagination points to all we might yet discover and create.

**-Albert Einstein**

***HAVE A GREAT WEEK!***



### Upcoming events:

Sept 13	MS Bike ride route thru Brighton
Sep 18	Red Cross Blood Drive
Oct 1	EMV compliance due date
Oct 7	Circus at Schneider Park

Visit our website at  
[WWW.BrightonIll.com](http://WWW.BrightonIll.com)  
For a calendar of all  
village events and  
other information



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