

Happy Holidays

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SACRAMENTO METRO CHAMBER



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HOW TO KEEP YOUR BUSINESS AND THE ECONOMY MOVING

Shop locally—buy from a Metro Chamber member—show off your membership plaque

INVESTMENT SUPERMAN WARREN BUFFET URGED READERS IN AN OCTOBER NEW YORK TIMES ARTICLE TO “BUY AMERICAN.” Buffet believes this is the best time for investors to purchase equity in American companies. He’s right, of course. My advice for the coming holiday season and beyond the New Year takes a page from Buffet’s notebook: Buy Sacramento. Or I should say, **Buy the Sacramento Region.**

It’s tempting to circle the wagons, financially, when we see bleak headlines and earning reports. If you are experiencing financial difficulties, being extravagant is obviously unwise. However, if your job is seemingly secure and your finances are in decent shape, then clamping down severely on spending—especially for this holiday season—might not be the exercise of faith in the American economy that we really need right now.

To that end, if you are inclined to buy something special during the holiday season, I would encourage you to shop locally. Not only do you help a local business survive in difficult times, but the sales tax you pay will stay in your community—paying for police and fire services, parks and libraries.

When you shop and purchase “on-line” or travel out of town to make those special purchases, you are sending your money somewhere else—money that I would much rather see stay in the Sacramento region.

Additionally, I would urge a review of where you spend and send your business dollars. Are your vendors local? Are they

Metro Chamber members? Studies show that a dollar spent locally multiplies in purchasing power elsewhere in the local economy. What better reason to keep your money here?

Moreover, Metro Chamber members should seek to buy from other members. The Metro Chamber online business directory at metrochamber.org has 2,300-plus businesses that offer products and services important to you and your business.

Incidentally, your business can also stay healthy by letting customers and clients know you are a Metro Chamber member. A national study shows that consumers are 63 percent more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce. If you have a membership plaque or window decal, display them prominently. Need a plaque or decal? Call our Member Services department at 916-552-6800 and we’ll send you the supplies you need to promote that you are a Metro Chamber member.

Money is a means of exchange, and economically it becomes a way of communicating. More than ever our economy is in need of some positive news. That good news could come in the way that the Sacramento region pulls together to support local businesses and nonprofits when they need it the most. So, if you are shopping for yourself or your business, keep it local. We can all use the boost!

Happy Holidays and may the New Year bring us peace and prosperity.

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CHAMBER VIEW

