



Trademark pending

# US 12 Heritage Trail

## Editorial—Sally J. Carpenter

### US 12/Sauk Heritage Trail Completes 2004 Promotion Plan for 212 Miles of Historic Highway

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The US 12 Promotion and Marketing Committee, consisting of representatives along the 212 miles of highway developed the second annual promotion agenda to encourage travel along the length of the highway and bring attention to the resources that it offers. Again this year the criteria for the promotion plan had to be one that can be easily implemented by the community yet the plan must be one that each community can put their own spin on it.

The Marketing Committee includes the following: Laurie Pedersen, Mark Pedersen, D. Brent Miller, Celia Davison, Sue Kosky, Joanne Yerrick, Gladys Saborio, Sharon Scott, Barb Williams, Larry Osterling, Don Ryman, Mike Crandall, Tom Donaldson, Marilyn Schebil, Don Lancaster, Mary Toshach, Debra Yee, Kim Musolff, Barb Rosene, Rebecca Reeg, Karen Stephens, David O'Rourke, Eric Zuzga, Chris Vogt, Laura Culver and Sally Carpenter.

Get ready; the first promotion plan is coming up sooner than you think.

### GARAGE SALE - MOTOR DOWN US 12 MICHIGAN WEEK – MAY 14, 15 AND 16

May 14, 15 and 16: Michigan's Longest Antiques, Collectables and Garage Sale on US 12

This weekend corresponds with Kick Off for Michigan in Sturgis the 50<sup>th</sup> Year

Suggestions by the promotion committee to make your community garage sale a success. This sale will be mentioned in Michigan Living and other Travel publication

- Notify City/Village/Township Boards of the long weekend event
- Recruit a community member to be your local coordinator
  - To inform citizens of the event and how they can participate. To assign set up areas. Do local promotion.
- Make sure you check with your local government office for regulations on garage sales and sign placement or sign standards.
- Coordinator or someone from your area assigned the responsibility to communicate with Sally (phone 269-467-5522; fax 269-467-5641 or email [carpents@msue.msu.edu](mailto:carpents@msue.msu.edu)) on activities and progress so that she can inform, share ideas and develop a US 12 press release about the event.
- See the attached information on "How to Hold a Garage Sale"
- Inform your community through your local media or newsletters with the advice "Now is the time to start getting things ready for the upcoming garage sale"
- Make copies of this newsletter and distribute to everyone who might be interested (Church groups, libraries, museums, citizens, shop owners and others).
- Promote the sale to area businesses, encourage them to hold sales from their inventory
- Ask businesses, or other facilities with parking lots to donate free parking lot spaces for individuals, churches, and business to set up their sale items all in one location.
- Encourage businesses to stay open during the weekend for out of town traffic to visit their establishments. Restaurants, ice cream shops and others can benefit from the increased travel along the highway.
- Pole the downtown shop owners. If they are not going to use space in front of their store for sale items, encourage them to allow community members to use it for their sale.
- Contact your local police departments to inform them of the community garage sale.
- Post signs on marques about the upcoming sale by April 14.
- Explore mass purchase of garage sale yard signs to make the event look uniform
- Please copy the one sheet garage sale flyer attached to this newsletter then distribute it to retail, citizens and place in a prominent locations around town. You

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could also copy the flyer and use for placemats in local restaurants.

- Read and share the attached “How to Hold a Garage Sale” information.
- Mark your calendar to get your news worthy items about your community sale or how you are celebrating Michigan Week to Sally (phone 269-467-5522; fax 269-467-5641 or email [carpents@msue.msu.edu](mailto:carpents@msue.msu.edu)) by Friday, **April 16 for a press release that will be sent to media along the US 12 Corridor and surrounding states.**

### **THE MOST PATRIOTIC ROAD IN AMERICA month of JULY**

Display your red white and blue along the 212 miles of our US 12. This is your chance to decorate with colors. Get out the flags, and bunting. Encourage homeowners, business, schools, and libraries all along the roadway to show their colors.

- Display your colors at your community festivals.
- Send your **July** community festival dates and activities to Sally (phone 269-467-5522; fax 269-467-5641 or email [carpents@msue.msu.edu](mailto:carpents@msue.msu.edu)) by **JUNE 1 to be included in the multi-state press release.**

### **SMALL TOWN HOME TOWN – month of AUGUST**

- Celebrate being a small town, a village, and a neighborhood within a city.
- Mark your calendar to send Sally information that makes your small town or neighborhood unique (phone 269-467-5522; fax 269-467-5641 or email [carpents@msue.msu.edu](mailto:carpents@msue.msu.edu)) by **July 1 To be included in a multi-state press release.**

### **AGRICULTURE TOUR DOWN US 12 month of SEPTEMBER**

- Celebrate harvest time, promote local fairs, farm markets,
- Begin building and displaying your community scarecrows
- Scarecrows may be made to resemble the people working in the shops where they are displayed.
- Scarecrows are best stuffed with plastic bags (start saving them now), as they tend to mildew less than straw.
- Coldwater area used Styrofoam to make head and shoulder shapes to paint faces on, they can be reused year after year.
- Encourage, schools, kids, civic groups to make scarecrows for display
- Invite business, retail, manufacturing, and financial institutions to also build scarecrows – good promotion for businesses.
- Have a scarecrow contest
- Maybe your scarecrows could be dressed in a theme, such as school colors, to represent local occupation etc.
- Encourage antique farm equipment displays at local business or farms, in parks.
- Make street banners depicting local farm crops that your area may be famous for producing.
- Have tour of crop processing plants.
- And more.
- Mark your calendar to send Sally information about your Agriculture and the events that you have planned for September (phone 269-467-5522; fax 269-467-5641 or email [carpents@msue.msu.edu](mailto:carpents@msue.msu.edu)) by **August 1.**

### **HARVESTFEST month of OCTOBER**

- Tie this in with your September activities.
- Promote farm markets.
- Promote Michigan grown and made products.
- More ideas to come later, call Sally with your ideas to pass along., (phone 269-467-5522; fax 269-467-5641 or email [carpents@msue.msu.edu](mailto:carpents@msue.msu.edu)).
- Wednesday, September 1 deadline for Harvestfest information to Sally (phone 269-467-5522; fax 269-467-5641 or email [carpents@msue.msu.edu](mailto:carpents@msue.msu.edu)), so that you may be included in a press release.

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## *Helpful Hints for Holding a Garage Sale*



### **Be an Effective Seller ~**

- ☞ Make sure you have lots of small bills and change in your cash box or apron for the day of the sale. Keep track of your initial “float” so that you can get an accurate picture of your profits at the end of the sale.
- ☞ Display items other than clothing on tables and make sure the items are not crowded.
- ☞ During the sale, don’t follow your buyers around.
- ☞ Be prepared to slash prices as the sale nears its end.

### **Organizing for a Garage Sale ~**

- ☞ A dolly or wheelbarrow comes in handy when you have to move several items.
- ☞ Organize sale items by type. For example, keep women’s clothing in one area, cookware in another area.
- ☞ Label each item with the price. Be sure to list the size of articles of clothing.
- ☞ Attach jewelry and earrings to notecards listing the price.
- ☞ Consider setting up an “everything’s a dollar” table.
- ☞ Don’t make customers guess whether an electronic item works. Plug it in or install the batteries.
- ☞ For multi-family sales, color-code the price stickers. As each item sells, remove the sticker and place it in a logbook.
- ☞ Check the ordinances in your area to find out if you might need a permit to hold a garage sale. Also, find out if you can put up signs in the neighborhood to advertise your sale.
- ☞ Make use of free advertising bulletin boards in your community to publicize your sale. Also advertise in your local newspaper.
- ☞ Now—what to sell. You may be surprised that what you have no use for and in fact think is junk, someone else is thrilled with. The following list will give you some ideas of what you can sell:

appliances—large and small  
costume jewelry  
plants  
children’s toys  
baby equipment  
shoes / boots  
garden tools  
china / bric-a-brac  
pictures / frames

books—paperback and hard cover  
sports equipment  
linens / bedding  
flatware—silver and stainless steel  
records / tapes  
patio equipment  
kitchen utensils / gadgets  
clothing, especially children’s

- ☞ Now that you’ve decided just what you’re going to sell, the following tips will help make your day a success.
- ☞ Put a price tag on every item. Mark your prices clearly. This makes it easier for a customer to browse. Masking tape is excellent for price tags.
- ☞ Make sure your merchandise is very clean. Goods that are polished and in good condition will sell faster than old dusty items.

- ☞ Be ready to deal with customers promptly at opening time. Have everything ready and be wearing a smile.
- ☞ Be prepared to give your customers change by having coins and small bills on hand.
- ☞ Save your bags for a few weeks before your sale, so you can offer your customers some wrapping for their purchases.
- ☞ Be prepared to haggle with customers.

☞ After your sale, if you should have any leftovers, perhaps you would like to donate them to a local charity for a tax deduction. Or you can always save the leftovers for your next sale.

☞ Garage sales are a lot of fun. Plan yours properly and you'll be assured of a good time and a successful sale.

### **Tips & Ideas ~**

- ☞ If allowed, put a sign up about a week before at a major crossroads intersection in your community. Bargain hunters plan early in the week on where they will go. Gives great exposure.
- ☞ For linen, bundle up the linen; i.e., bath towels, hand towels, etc. that match. For bedroom linen put the size on it; i.e., Queen. Put a ribbon around the bundle to make it look attractive and to prevent people from taking things apart.
- ☞ Rent or borrow tables to make it easier for people to view versus boxes on the floor that may be difficult for older people to sort through.
- ☞ Use your network of friends and business associates by sending them an e-mail of your impending sale. They will send it on to others as well who they may know are interested in purchasing items at a reduced cost.
- ☞ In addition to plastic bags, get small boxes of various sizes to give to people who buy more than two or three things. Makes it easier for them to continue browsing if they know they have something that they can cart their new purchases in.





# US 12 Sauk Heritage Trail



**MOTOR DOWN US 12  
MICHIGAN WEEK MAY 14,15 AND 16  
MICHIGAN'S LONGEST ANTIQUES, COLLECTABLES  
AND GARAGE SALE  
212 MILES ON US 12**

**VISIT SMALL COMMUNITIES, FIND ANTIQUE AND  
COLLECTABLE TREASURES**

**OR**

**TO SET UP A BOOTH TO SELL YOUR TREASURES  
CONTACT LOCAL COORDINATOR:**

**NAME** \_\_\_\_\_

**PHONE** \_\_\_\_\_

**E-MAIL** \_\_\_\_\_