



From the President

Word-of-Mouth Is The Best Advertising

"It was indeed a pleasure to be recognized with our second Northland Area Beautification Award, presented at the Northland Community Council (NCC) February awards banquet. The many positive responses to the improvements we've made at Columbus Square are very satisfying for all of us at HADCO.

In past issues of this newsletter, we've shared our goal of replacing Northland Mall as the dominant community shopping center, and we continue to work closely with area leaders to use our resources to promote this objective. With our aggressive reinvestment in Columbus Square, we're also doing our part to revitalize Northland, the community we serve and depend on for continued long-term success.

As you know, we installed holiday banners last November to add color and festiveness to the center. We will reinstall them for the next holiday season, but we are having new banners made that will promote our commitment to the neighborhood and remain in place until next winter.

The new banner theme is "Celebrate Northland!" in appreciation for all of the volunteer efforts to improve the quality of life for Northland Area residents. Each banner recognizes a local group, including The Northland Area Business Association, The Northland Alliance, and The Northland Community Council. Since NCC is comprised of 26 individual neighborhood civic associations, we included each of them as well.

Banner installation is planned for mid to late March, and I think I can safely predict it will continue to draw positive attention to the center. What's more, this is truly a unique approach to marketing a shopping center. In my 30 plus years in the shopping center industry, I have never seen another center do this. It is a testament to our management team's emphasis on creativity and superior results.

As stated many times before, and worth repeating, "Word-of-mouth is the best advertising!" Please encourage your employees to ask your customers, "What do you think of the new banners?" This opens the possibility for a friendly and personal dialog with your customers, and mirrors our efforts to earn goodwill and expand our base of loyal, repeat shoppers.

Saying positive things about Columbus Square at every opportunity costs nothing and, as a merchant at Columbus Square, you stand to benefit substantially. Please also encourage your customers to shop Columbus Square whenever possible, especially when new stores open, like The Frame Shop, and others that will be joining us soon.

Remember, your customers have more places to shop than ever before, and much of the merchandise offered by Columbus Square merchants is available for less at places like Wal-mart and Meijer. But those stores are large and impersonal, so you have an opportunity to build your business by engaging your customers with a more personal and friendly approach to providing customer service. Whenever possible, get to know the customer by name, thank them for shopping at your store, and ask them to come back often. Become familiar with all of the stores at Columbus Square, and recommend them highly! Try to do as much of your own personal shopping in the center, and get to know the other store owners and managers. If you do this for them, they'll likely do the same for your store, too.

Nothing attracts success like success, and we're doing everything we can to make the center attractive to new retailers and to fill the vacant storerooms. Please join us with your own personal efforts and employee participation as we continue to improve and market the center to the local community."

**-George Hadler, President
The Hadler Companies**



Spring Weather Is Right Around the Corner!

- ◆ Spring is just around the corner. When the weather warms some, it is time to clean up around your store. Washing the front windows and hosing off the sidewalk is a good way to look your best to your customers. A clean sidewalk makes a good impression, and also keeps the dirt out of your store.
- ◆ Check the signs in your windows. Are they current, clean, neat and straight? "LESS" can be "more" when it comes to getting noticed for your front window signs.
- ◆ Be sure to take a look out back around your dumpster too to be sure everything is in order. By the way, we advise tenants to lock the lids of your dumpsters to stop people from digging into the trash and throwing it on the ground.
- ◆ Warm weather will soon mean AIR CONDITIONING. You should have your equipment checked by a reputable commercial Heating and Air Conditioning Repair Company. Do not wait until the hot weather is here as then these companies are swamped with calls and a repair could be delayed. Many of these companies have "spring" specials that may save you some money to do the check earlier.

Community News



The Northland Area Business Watch Meeting is scheduled for March 20, 2008 at 6:00 pm. US Protection Services at 5785 Emporium Square will host the meeting! Contact Jeff Todd at 614-890-3481 or by e-mail at csqp@sbcglobal.net.

The Official Contractor for Columbus Square



TRANSAMERICA
BUILDING COMPANY, INC.

New Construction • (614) 457-8322 • Remodeling

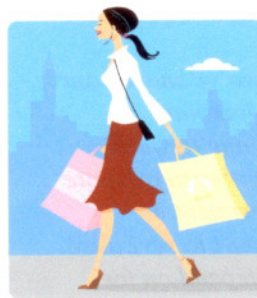
Snow, Snow, Snow, Snow!

The heavy snows that have hit during the morning "drive time" have been extremely difficult to deal with. The shopping center is over 50 acres and that is a lot of snow to push around! The recent monster storm, with record 20" snow falls, has stretched the snow removal contractors to the limits. Wind and heavy snow has taken its toll on both the equipment and the operators. To get the job done, it has been very long workdays for these men and the snow plows.



Reminder

Silent Salesman



Your exterior sign is your "Silent Salesman"! It tells prospective customers about your business and signs are important both day and night. We recommend signs be lighted from Dusk to Dawn to get the most benefit from all the traffic in the area.

Don't miss an opportunity for a customer to see your business—turn your signs on so they can find you! If you need some help with your sign controls, feel free to call the Property Management @ 614-457-6650.

Landscaping

More trees will be added as soon as the weather permits. New tree planters will be built in the far north parking area of the shopping center. This will be in front the storerooms that are located directly behind the Sunoco gas station.



Columbus Square is owned and managed by:

