

## Hometown News Online!

Words of Wisdom...



"Be the change that  
you wish to see in the  
world."

| Mahatma Gandhi

### Quick Links

[Sylvia's books](#)

[Sylvia's Children](#)

Where In The World Is  
Sylvia?



June 22, 2016

### CHANGE CAN BE SCARY!

However, as proven by the little mouse  
in **WHO MOVED MY CHEESE?** change  
is sometimes necessary for survival.

Every year, for my non-profit Sylvia's  
Children, I do a Christmas in July  
fundraiser where we raise money for  
Christmas gifts and a party for the  
children at the Mbirizi Advanced and  
Primary Day School in Uganda.

Every year I produce a flyer with new  
pictures and new copy but basically the  
same format. Every year it has been  
successful so "if it isn't broken don't fix  
it."

However, with my husband and all his  
heart problems I didn't have time so I  
went to my favorite graphics person,  
Suzanne Pease of Ampersand Graphics,  
and asked for her help.

Now-October 29 ...  
Farmers' Market ever  
Saturday, Aitkin, MN

July 13-14 ... NAHB,  
San Antonio, TX

July 16 ... Lakes Area  
Music Festival, Aitkin,  
MN

August 10 ... Florida  
Festivals and Events  
Assn ... Orlando, FL

August 17 ...  
Sponsorship webinar  
for Ohio Main Street

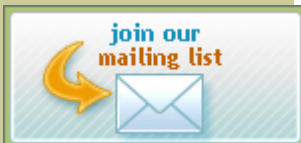
September 10 ...  
Brewfest, Aitkin, MN

September 14... Mai  
Street Ohio

September 27-29 ...  
IFEA, Tucson, AZ

October 5-8 ... NRPA  
St. Louis, MO

November 10-22 ...  
Christmas in Uganda



She came up with a new idea. "Oh dear, I don't know if that will work," "I've never done it that way before" ... I'm sure you can hear my resistance. Then, I remembered the little mouse that kept getting thinner and thinner and I said to myself "change is good, change is necessary".

The mailer will go out next week and will be distributed during the month of July. And, I am grateful to Suzanne for presenting a new idea and forcing me to re-think.

Thanks, Suzanne, for a new idea!

---

Have you bought a copy of my sponsorship book yet and/or DVD? If not, click on the left ... Sylvia's books ... and order. I guarantee if you follow the rules you will increase your sponsorship sales by a minimum of 10% or your money back.

Want a preview? [Click here!](#)

<https://www.youtube.com/channel/UCyR6vOJzxm7UmueLOkN9bNQ>

Sylvia Allen  
Allen Consulting, 89 Middletown Road, Holmdel, NJ 07733  
732 946 2711/cell 732 241 1144  
[sylvia@allenconsulting.com](mailto:sylvia@allenconsulting.com)