

THE GUILFORD BUILDING NEWS

MARKETING POWER PERSONIFIED



Daria Drake, office manager in-training for NOW Marketing; Tony Lombardi, president of Design Department; and Shad Cockman, president of NOW Marketing

When that big screen on the wall across from the Guilford Building lit up in its recent evening debut, hundreds of visitors viewed information about downtown stores, theatres, and clubs as well as upcoming events. Known as the *Off-the-Wall Community Kiosk*, it is the latest project of NOW Marketing, which is located in the Guilford Building with an office on the M Floor and a projection room on Floor 2. A state-of-the-art projector situated in the projection room window throws images against the screen on the wall to produce the information show.

The kiosk, soon to be operating Monday through Saturday, 8 p.m. to 6 a.m., is designed to help downtown businesses. Viewers will see how to get a downtown savings card and start

Congratulations to Terry Holliman of the Guilford Building Staff and his fishing partner, Bobby Hodgkin, for winning first place in the Lake Jeanette Bass Tournament on April 9 and taking home \$500 in prize money. Terry and Bobby beat out 20 other experienced competitors by bringing in the biggest and most fish for a total catch weight of 18 ½ pounds.

trying out local products and services at a discount. The savings card is another innovation of NOW Marketing. The card allows businesses to advertise together economically and benefit individually and collectively.

“We want to bring commerce back to downtown,” says Tony Lombardi, one of the firm's business partners. “We are working to bring new and residual income to downtown businesses, so they can prosper and in turn help us grow our business.” Shad Cockman, president of NOW Marketing who has partnered with Lombardi, thinks that downtown holds great potential and is ready to grow significantly.

Since Shad and Tony combined their advertising and corporate branding companies and moved to the Guilford Building in February, their office has been a hot bed of activity. They have had good response from local merchants wanting to advertise on the kiosk and savings card.

Shad and Tony are developing other marketing and corporate identity programs specifically for downtowners. To find out how they can promote your business, call 286-7786. Bobby Johnson handles sales for NOW Marketing and would be glad to assist you.

SPRING HOUSEKEEPING

We generate a significant amount of trash in the Guilford Building, so here is a recap of how we keep up with disposal.

- Office trash, which consists of paper, cardboard, lightweight containers and the like, should be securely bagged and placed in the hallway outside office doors for pickup between 8:30 and 9:00 a.m. every weekday morning except Wednesday. There is no hallway or municipal trash pickup on Wednesdays, weekends, or holidays.
- Deposit “must-dispose trash” in the green dumpster at the rear of the building on days when there is no pickup.
- Bulk trash, which consists of cardboard boxes, old equipment, plastic or metal parts, wire, etc. needs to be carried to the rear of the building and deposited in the green dumpster. Please do not leave bulk trash in hallways at any time.

Time Warner Cable Television and High-Speed ROADRUNNER will be available on all floors of the Guilford Building in about 90 days. For more information contact Joey Slepp at 336-217-3084 or joseph.slepp@twcable.com.