

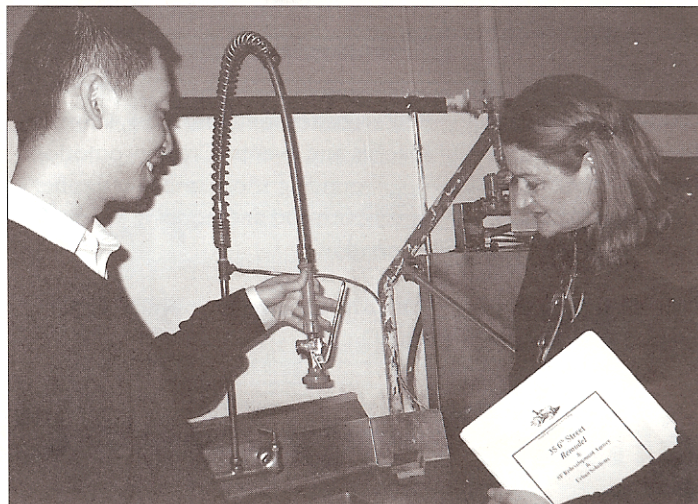
Small Potatoes Catering Goes Green from the Ground Up

When Urban Solutions' Green Business Consultant Anthony Tsai approached Small Potatoes Catering about becoming a green business, owners Elaine and Michael Jennings knew it would be a great fit since their motto "from tractor to table" already expressed their commitment to serving organic, sustainable food.

But going green also offered ways for the small business to save money. "Anthony came to us and said here's how Urban Solutions can help you in a cost-effective way," said Elaine. "So I said where do we sign up?"

Anthony conducted an hour-long site visit of the Small Potatoes kitchen, assessing everything from water use to waste disposal. He followed this up with a detailed report describing concrete ways that Small Potatoes could reduce their water and energy use. Urban Solutions suggested replacing lighting, installing energy-saving appliances and using water more efficiently with

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Green Business Consultant Anthony Tsai helped Elaine Jennings, owner of Small Potatoes Catering, install water-saving spray nozzles.

Small Business Tips for Surviving a Recession

- Negotiate with lenders on payments
- Negotiate with suppliers for reduced rates or longer terms
- Renegotiate with landlord on lease terms
- Eliminate unnecessary purchases
- Reduce staff or staff hours
- Market in unique ways: offer theme nights, loyalty cards or dinner and drink specials
- Send emails about upcoming events, sales, or new inventory
- Lower prices, do markdowns and sales
- Sell online
- Reduce open hours
- Do outreach in the community
- Collaborate with other businesses on events

Bell Jar Finds Success in a Recession

Bell Jar, a Mission boutique featuring clothes and curiosities, celebrated its first anniversary in mid-March — no small feat for any small business. And owner Sasha Wingate knows that surviving that first year in the midst of a recession took a little bit of luck and plenty of planning.

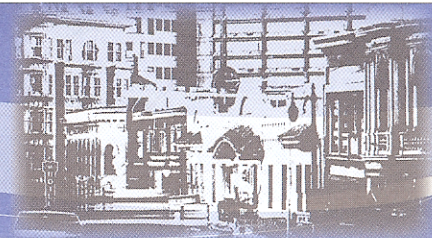
Sasha uses innovative marketing strategies to keep customers coming to her shop on 16th Street at Guerrero. Bell Jar and other local businesses have collaborated to put on several neighborhood events including block parties and a Midwinter Mission District Stroll in February that featured live music, refreshments and discounts at neighborhood shops. Using social networking sites like Facebook, Sasha generates interest in new items or upcoming sales by posting photos of her inventory and sending out e-mails.

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Bell Jar offers unique gifts, clothes and curiosities.

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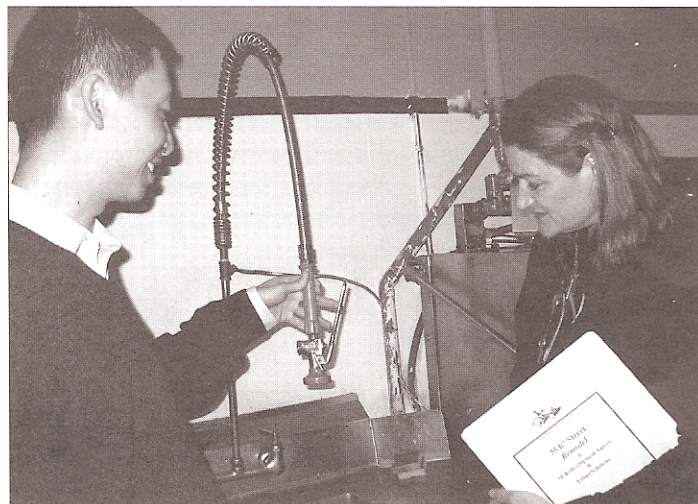


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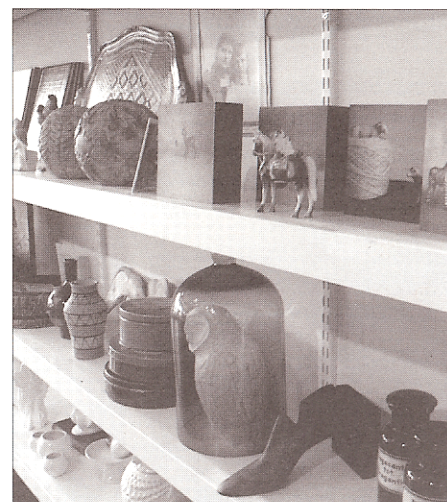
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