



Happy Hot Weather! We hope that you are staying cool and enjoying your summer.

So, did you know that the Outdoor Retailers Show is celebrating its 20th year in Salt Lake? I was reading the [Salt Lake Tribune](#) this morning and came across an article that talked about the economic impact this tradeshow has had in Utah. The show will attract over 29,000 people to Utah for the week's activity and is expected to generate \$25 million in direct spending by the attendees. And that figure doesn't include taxes generated.

The great thing about this show is that a large number of companies who attend are small businesses. These companies have created innovative new products and are looking for ways to break into this vast outdoor industry. They bring their products here for others to sample and test. Some of these small companies are sinking every dollar of marketing they have to be here. To me, this is a great testimony to the value of what can be accomplished when you connect with potential buyers face-to-face.

There are obviously many ways to market your product or service. Attending a tradeshow is just one of them. The key is to use face-to-face contacting as one of your strongest marketing tools whenever you can. Talking to people about what you have to offer and showing examples of your product is always better than sending out a mailer. Make a habit of getting in front of your customers at least once a month. That personal touch can make a big difference in getting new customers.

As you know, we take the month of July off from our usual monthly meetings. We hope that you were able to take advantage of other opportunities in July presented by Hill Air Force Base and the Salt Lake Chamber Women's Business Center. We will continue to link some of these events to our calendar so that you have choices when you are planning out your coming month.

We have scheduled our August meeting to be with Raymond Christy from the Salt Lake Airport. Raymond will share with us the contracts that will be available for airport construction, as well as airport concession contracts that are coming up for bid in the next 6-9 months.

We have had to move the meeting to the 4th Thursday in August (25th) to accommodate Raymond's schedule. Please make note of this change in your calendar and RSVP for the meeting at our [website here](#).

Also, mark your calendars for the Annual Procurement Outreach Symposium scheduled for Thursday, October 20th. The Symposium is scheduled to be at the Provo Marriott Convention Center and will be a half-day tradeshow where you can meet with large government contractors and private companies doing business with government entities. There will be no training classes at this year's symposium. We will provide you with more details as they come available.

We look forward to seeing you on August 25th at the Airport Training and Activity Center at our regular meeting time of 11:30. Check out our schedule of events for the more details.

Randi Ruff, President

USDC President 2016