

Now small towns and their businesses can tap a little-used source of jobs, sales, and tax revenue

It's the highway. Not the fancy four-lane cloverleafed Interstate Highways most places don't have but those older two-lane workhorses--the UNterstates!

Starting some 40 years ago Interstate Highways made small country towns on older through highways *invisible*--and devastated many of their businesses.

But now, says community marketing expert John L. Gann, Jr., the best of our older roads and their communities and businesses can win traffic and business back. Because Interstate Highways, he shows, are *no longer the best way to travel*. Nor for many trips is *flying*.

Many older roads are not just scenic or historic curiosities, Gann shows, but offer good transportation--better than Interstates and often better than flying.

Small towns and businesses along them that sell this idea to the traveling public can boost local sales, property values, and tax receipts. In this new manual, Gann shows you how it can be done.

Growth for the Rest of Us

UNterstate Highways offer--at last--economic development for the rest of us.

It's for those many places that stagnated while suburbs and interchange areas created by the Interstate Highways boomed. And for the many places that don't have what it takes to attract industry or become a tourist destination.

And now there's *Marketing UNterstate Highways: Bringing Out-of-Town Dollars to Non-Destination Small Towns*. It's the how-to manual for the rest of us.

It presents detailed new ideas on how to bring traffic, sales, jobs, and tax revenues your way. Ideas based on practical business marketing experience.

And they're all in a convenient 78-page comb-bound, lay-flat manual in a new "green" paper-saving format equal in content to a book of 200-300 pages.

Here's What You'll Know

- * Why UNterstate Highway marketing programs can be better for small town economic development than industrial recruitment or tourist promotion--page 3.

- * The five not-so-smart reasons people use the Interstates--p. 4.
- * Why for some roads scenic/historic byway designation and marketing are a huge mistake--page 16.
- * For most flights, going by air is no faster than driving--p. 27.
- * A driver's own private highway--a fantasy that can come true: p. 42.
- * 20 reasons to do an UNterstate program start on page 5.
- * 10 reasons you might think this won't work and responses--p. 12.
- * Examples of highways with UNterstate potential--page 19.
- * Cost-conscious marketing media to get your message out--p. 68.
- * 25 ways to get motorists to stop and leave money behind--p. 57.
- * How to avoid choosing a road motorists won't use--page 20.

Your UNterstate Guide

The manual's author--economic development marketing consultant, trainer, and writer John L. Gann, Jr.--is President of Gann Associates.

Mr. Gann did Cooperative Extension programs in community development in small communities in Upstate New York while at Cornell University. He has presented on marketing communities for the Illinois Institute for Rural Affairs, Economic Development Association of North Dakota, and Wisconsin City/County Management Association.

He's been published on small town economic development by the South Dakota Municipal League, Kansas League of Municipalities, South Carolina Association of Counties, West Virginia Municipal League, and other groups.

You've read his ideas on marketing UNterstate Highways in *Economic Development Journal*, *Cities & Villages*, *Syracuse (NY) Post-Standard*, *Illinois Municipal Review*, or elsewhere.

He's also author of *How to Evaluate (and Improve) Your Community's Marketing* published by the International City/County Management Association.

More You Need to Know

- * 50 ways driving an UNterstate on a long trip is better than flying--p. 33.
- * 45 ways to create a great marketing appeal for your highway--page 34.
- * Why not to waste your money on "awareness" marketing--page 71.
- * Out-of-town investor skips the Interstate, sees a small town business with a For Sale sign on a two-lane highway. What happened--page 9.

WHAT THEY SAY ABOUT JOHN L. GANN, JR

"I can't remember ever thinking, 'Hey, this guy really knows what he's talking about' until this."

Ron Cimoncini, President
Axion Communications

"A Cadillac of marketing expertise."

Dale Adams, President
Village of Rockton, IL

"I don't believe I have ever read a more thorough, comprehensive, and understandable dissertation on how to plan and put together an effective marketing campaign for an economic development organization."

Ronald J. Starnier
General Manager, Conway Data

So why let the Interstates grab all the sales, jobs, and tax revenues for bigger companies and bigger places? Now for less than you'd pay for 20 minutes of John Gann's time you can get started bringing them back by ordering now.

Fax or call toll-free to (800) 61-HORAM.

Please send and bill me for _____ copies of *Marketing UNterstate Highways: Bringing Out-of-Town Dollars to Non-Destination Small Towns* (8 1/2 x 11 paperback, 78 pages) \$77.95 + 5.00 S&H.

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