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was submitted to the Georgia Environmental Facilities Authority requesting funding to purchase recycling containers, a truck and trailer and advertising.

The budget for the first year was \$28,958. Wheeled recycling containers, a used truck and a utility trailer were purchased. Money was also spent for signs, advertising and container storage fees to the fire stations.

Q. How does the program work?

A. The fire stations are open every Wednesday from 8 a.m. to noon for citizens to bring their separated recyclables. The volunteers are on hand to take the recyclables and to answer questions.

They arrive at the station 15 to 20 minutes early, open the doors and push the containers outside. At noon they take the containers back inside and lock up. A county employee then picks up the containers and transports them to the recycling center located at the transfer station in Blairsville. The program is entirely volunteer driven and other than the transfer of the materials to the recycling center, does not cost the county anything.

Q. I don't think the fire station in my area is open on Wednesdays.

What fire stations participate in this program?

A. You are right, not all of the fire stations are involved in the recycling program. Originally, eight stations were chosen as recycling locations (we have 12) but one is currently not open (Choestoe) due to the lack of volunteers.

Following is a list of the fire stations that are currently open for recycling: Owltown (open the first and third Wednesdays) and Coosa (open the first Wednesday of the month). Gumlog, Ivy Log, Jones Creek, Suches and Pat Colwell are open every Wednesday.

Q. What materials are accepted for recycling at the

stations?

A. Newspaper, magazines, office paper and mail are accepted, aluminum cans (please rinse and crush), No. 1 and 2 plastics (please remove lids and rinse).

The following items cannot be accepted: brown paper bags, cereal or cracker type boxes. Also, we can no longer take butter, microwave, cottage cheese or yogurt containers. Only plastic bottles can be accepted. Corrugated cardboard is not accepted at the fire stations but is accepted at the transfer station.

Q. Why do you not accept glass?

A. We get asked this question a lot. There are several reasons for this with the main one being that we are no longer able to market glass. As Leslie George explains, "Recycling means that a commodity is removed from the waste stream, remanufactured into a new product and then resold. This is also known as "closing the loop." If we separated glass but are unable to sell it, we are not recycling, we are merely storing it."

For more information on the glass issue or if you have any other questions, you can call Leslie George at (706) 894-2785.

Q. I would like to become a volunteer. What do I need to do?

A. As you can tell we definitely need volunteers. One of the stations is totally closed due to a lack of volunteers and two others are open only one or two Wednesdays a month. All you need to do to volunteer is call Yazi in my office (706) 439-6000 and she will sign you up. There is no heavy lifting, you just greet and direct those bringing recyclables to the proper bin.

One volunteer said that he uses his time when there are no customers to write letters, use his computer, or read.

Happy recycling!

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above water, but, he couldn't get his rear end to float. So, his head rose straight up out of the water and his rear end was directly underneath his head. As a puppy Jack loved to chew on things like my rhododendrons. I love rhododendrons and after my house was built I spent a lot of money buying and planting about 25 of these plants. During a one year period I had to replace 5 rhododendrons because Jack would pull them up and chew them in half. I looked at Jack and explained the importance of my rhododendrons to him. He understood and never pulled up another plant of any kind.

Jack loved to go to the shotgun range with us as well. I would throw the skeet for my sons and Jack would chase it while the skeet traveled through the air. When one of my sons shot the skeet Jack would spin round and round trying to find the destroyed skeet. I was grouse hunting one day and a bird got up and flew away from me. I shot at

the bird but missed. This happened twice more that day. Each time I would miss Jack would look at me with sad eyes as if he felt sorry for me. Anytime I went outside Jack was at my side. We must have hiked 1,000 miles together over the past 15 years. Three years ago I was hiking behind my house when I walked up on a sow bear with cubs. She laid her ears back on her head and charged me. Jack's hair stood up on his neck and he charged the bear. When she saw the big black dog the bear turned and ran. I came home and the next day my wife and I went to pet smart and bought an orthopedic mattress for our wonderful dog. He deserved it. He spent the rest of his life sleeping next to my fireplace. A few days ago our old dog had to be put down. My old friend could barely walk and tumors had developed all over his body. I keep telling myself he was just a dog. But, the sadness I feel tells me that Jack was my best friend.

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urine from a frightened child (believe me; this happens more often than you can imagine!). I was taught the secure way to attach my wig and beard, and the effective way to deal with whining, crying, squirming parents. (Usually, they were worse than the kids).

That first day of work I was nervous. I never had anxiety on stage before, but this was different. A kid can tell if Santa is authentic or not in a fraction of a second. This performance could make or break a kid's heart, and I was taking that responsibility very seriously. I successfully pulled the caper off (albeit, a bonded chest). My ho-ho-ho was delivered with adequate timber and I managed to keep that sparkle in my eye as I lifted hundreds of children on my knee in those next four weeks. In subsequent years, I put on the Santa outfit almost as many times as I've donned my nun's habit (many of you are all too familiar with that story). It was a great gig and I will always cherish the memories. Once in a while I allow my mind to wander about the number of family albums my picture graces, as I posed

with each child for posterity.

But I will not be the Santa that makes his appearance Nov. 30th, at the Union County Farmers Market Third annual Kris Kringle Market. The authentic Santa will be at the Market on Friday afternoon and evening to hear the requests from kids of all ages. That evening we will also have live music, a bonfire with all the fixins for s'mores, compliments of our local Bi-Lo Supermarket. This is in addition to 60 vendors who are coming from all over the region with their crafts and holiday gifts. We will have lots of late season produce, as well as Festival food available on both Friday and Saturday, Food vendors include everything from foot long, hand dipped corn dogs to funnel cakes, fried Oreos and a coffee tent that will bring caffeine aficionados to their knees!

Visit our website for all the details of the Kris Kringle Market (www.UCFarmersMarket.com). We will be listing all our vendors on our website in order to assist you as you begin to put together your Christmas to-buy list. Ho-Ho-Ho and I'll see you soon!

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The answer is determined by evaluating and understanding your target market. In other words, who is your most likely customer?

Some demographics to consider are gender, age, race, location, and interests and hobbies.

Once your target customer is identified, choose avenues that are mostly likely to reach them. Advertising alternatives include print media, radio, newspaper, Website or Internet, radio, television, word of mouth, promotional items, free gifts and direct mail just to name the most common.

Determining if your advertising dollars were well spent is the final piece of the puzzle.

While there is no perfect formula for measuring the return on your advertising investment, there are a few common tips that savvy advertisers use consistently.

First, ask your new customers how they heard about you and track the answers. Oftentimes, companies will offer discounts or free items if a customer "mentions this ad." Incorporating discount codes into your advertising is a great way to measure return.

Don't forget to use the technology that is available to all business owners.

One of the most valu-

able comes in the form of Website analytics. Google offers a free tool to track hits and traffic to your site. Regularly examining this information will offer insight into the effectiveness of your advertising campaign.

As a final thought, small businesses often experience positive returns with hyperlocal marketing which refers to advertising that is very focused on local contact area.

The North Georgia News is a great example of effective hyperlocal advertising due to the fact that readers enjoy the community news, events, and local interest stories.

I invite you to consider the Blairsville-Union County Chamber of Commerce as part of your advertising budget. Over 550 businesses are already reaping the benefits.

Explore the Website at www.VisitBlairsvilleGA.com or call the Chamber at (706) 745-5789 to set up an appointment.

References for this column came from <http://www.bizjournals.com/phoenix/blog/business/2012/09/the-marketing-coach-how-much-you.html?s=print> and <http://smallbiztrends.com/2012/04/worth-it-advertise-local-newspaper.html>.

I may be reached anytime at Chair@Blairsville-Chamber.com.

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dogs winning the Southeastern Conference Eastern Division and looking forward to them beating Alabama. Happy Thanksgiving!

"May your stuffing be tasty. May your turkey be

plump. May your potatoes 'n gravy have nary a lump. May your yams be delicious. May your pies take the prize. May your Thanksgiving dinner stay off your thighs."

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the need and justification for overflights of spy drones across the Southern Border. His answer? He's going to monitor developments to ensure that those flights aren't extended to the rest of the Nation.

Why doesn't his assurance make me feel more secure that this government won't extend surveillance across this Nation in the name of "homeland security?"

How many times have those two Senators spoken proudly of having "brought money home to Georgia?" Might I ask: Where did that money come from?

And, let's not forget that Chambliss and Isakson voted to confirm Eric Holder after a 30-minute meeting. Thirty minutes to interview the Chief Law Enforcement Officer of this Republic, Eric Holder.

You know, Mr. Ruby Ridge and Waco; Mr. New Black Panthers and voter intimidation; Mr. "Fast and Furious"; Mr. sue Arizona for trying to secure their borders; Mr. Benghazi..

And, pray tell, where have our erstwhile Senators been while all of this has been going on?

I know, I know, compromising.
George Mitchell

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unfortunately, there is no reason to expect he will. He says Obama and Senate majority leader Reid will raise taxes \$10,000 for families earning less than \$200,000.

The Constitution says "All Bills for raising Revenue shall originate in the House of Representatives; . . ." which is still controlled by Republicans.

President Obama has urged that the Bush tax cuts be retained only for those earning less than \$250,000, but the Republicans insist that the cuts be retained for those earning \$250,000 and up, which only includes 2 percent of people in

the U.S. and 3 percent of small businesses.

"Obamacare will cost \$30 trillion," says the writer. That is absurdly, wildly, false. The writer objects to Obama's appointment of Justices Kagan and Sotomayor. I wonder what he thinks of the recent Citizens' United decision by the five Justices who were appointed by Republican presidents, which allowed the recent political campaigns to be flooded with multi-millions donated by billionaires and huge corporations.

Charles Cheves