ALABAMA*Antique*TRAIL.com *Member Newsletter*

Happy New Year! Thanks to **all seventy** of you for joining the Alabama Antique Trail. A **special thanks** to the **first members** of the trail who joined when it was just an "idea". I will be back "on the trail" in January continuing my journey to find all the antique shops in Alabama and asking them to join us.

Please review the current **vision, mission, goals**, and **objectives** of the trail. Help your shop and the trail by clarifying/improving any of these. Send input to me, Marcia@AlabamaAntiqueTrail.com.

Vision: Our vision is to unite the antique shops, the Alabama state and local government travel and visitors' organizations, Chambers of Commerce, and other interested parties in promoting and elevating Alabama to **"the top destination state for antiques in the southeast".**

Mission: Our mission is to promote and advertise the member antique shops via the AlabamaAntiqueTrail.com website.

Goal: Our goal is to "brand" AlabamaAntiqueTrail.com as the "source" for locating antique shops in Alabama.

Objectives

- To provide current maps, street addresses, phone numbers, business information, hours, and photos of member antique shops on the internet by creating "mini-websites" for all members who do not already have a website.
- To appear on the first page of at least the two most popular search engines when anyone in the world looks up "antiques in Alabama" or "Alabama antiques".
- To promote AlabamaAntiqueTrail.com using brochures, press releases, links on the state tourism websites, advertisements on all lakesonline.com websites, and other methods.

- To obtain and retain at least seventy-five percent of the antique shops in Alabama as members of AlabamaAntiqueTrail.com.

News!

The brochure is at the printer!   Thanks to **Auburn-Opelika Tourism Bureau** for financial support and statewide distribution. Thanks to Jennifer Fincher, Vice President of Communications and Marketing, Auburn Chamber of Commerce, for the brochure design.   The brochure is now on the website. You will be receiving brochures to distribute to your customers as soon as I received them.

 Please ask your local chamber and/or tourist organizations if they will also distribute the brochure.

Please ask your local newspapers and magazine to include a story about the Alabama Antique Trail. I will be glad to email or send them a press release. Or, if you will send me your local newspaper's name, email, phone number, and address, I will be glad to call and work with them on a story about the Alabama Antique Trail. I will encourage the local papers to emphasize the shops in their area!

The more people know….about Alabama's antique shops…

The more people will go….to Alabama's antique shops!

Your shop is currently promoted on an AlabamaLakesOnline.com website nearest your location (i.e.: Alexander City antique stores appear on LakeMartin.com, Rogersville antique stores appear on Wheelerlake.info, Birmingham stores appear on SmithLake.info, etc.).

The AlabamaAntiqueTrail.com is promoted on all AlabamaLakesOnline.com websites with this icon.

The AlabamaAntiqueTrail.com is promoted on the Alabama Tourism website AlabamaTravel.com. You will find AlabamaAntiqueTrail under Activities - Trails (www.alabama.travel/activities/tours-and-trails).

Please remember to email me any "**Calendar of Events**" items as well as a photo relevant to the event. (The less pixels in the photo, the easier it is to upload!)

If you have an AlabamaAntiqueTrail.com mini-website, here are **instructions on how to update your photos,** and if desired, add a title and a price to the item in the photo.

Email me at Marcia@AlabamaAtniqueTrail.com, and I will send you your **Email Address** and **Password** which I used to set up your account.

Once you receive the information above,

Go to **LakeMartin.com**

Look at the top right hand corner near the anchor. Click "Click here to log in!"

Input your **Email address** and **Password**.

Once logged-in:
1) Click on **Services** in the left menu
2) Click on **Edit Promo** under Service Description
3) Click on **Upload Photos**. Click **Browse**. Select Photo. Select **Open.** Select **Add to Queue**. After uploading all your photos, click on Return to the Promo line, then be sure to select the **Update Promotion button** at the bottom of the page. (You may add a title and price to each photo, if you wish; there's blank space under each photo.)   Review your photos. Log out. Review the website.
4) If you choose to change your text, you may also use the above method, after selecting **Edit Promo,** change the text, and click the **Update Promotion button** at the bottom of the page. Review your website. Log out.
You may update your photos and text as often as you wish.

Watch the website for a new look!   Please send events, ideas and suggestions!

Again **THANK YOU** for making Alabama Antique Trail a success.

Happy Trails!   We were on the trail in Mobile, Alabama for this photo. Alabama is beautiful!

The image cannot be displayed. Your computer may not have enough memory to open the image, or the image may have been corrupted. Restart your computer, and then open the file again. If the red x still appears, you may have to delete the image and then insert it again.

Marcia