



greater
MANKATO *this month*
growth

Buy & Build Greater Mankato

This past Tuesday, Greater Mankato Growth hosted our annual Business Showcase. This event provides individuals from the Greater Mankato business community an opportunity to gather and learn about one another's businesses. One of the most important things attendees were able to observe was how many businesses are now Buy & Build Greater Mankato partners.

Since its inception a few years ago, more and more business have taken the pledge to support the Greater Mankato economy by either shifting 5% or more of their out-of-area spending into the Greater Mankato regional marketplace – or continue to purchase 65% of goods and services they need that are available here from regional businesses.

Showcase business participants that had taken the Buy & Build pledge were designated on an event map as well as were provided special signage with a balloon at their exhibit booths. What a joy it was to see so many marked with Buy & Build balloons.

Beyond the Showcase, Buy & Build partners are identified with the sym-



bol below by their name in the printed Quick Reference Guide of Greater Mankato Growth members that arrived in approximately 27,000 residential and business mailboxes in February. And Buy & Build partners have a special sign in the window of their business.

Why do we make such a big deal of spotlighting our Buy & Build partners? Because we think it's important to let you know what businesses in our region are doing what they can to support their fellow businesses – and thereby the vitality of the Greater Mankato marketplace.

If you would like more information on this important initiative and what businesses are participating, visit buyandbuildgreatermankato.com.



For more than 25 years the Greater Mankato Leadership Institute has provided cutting-edge professional development with a community focus. This comprehensive nine-month program consists of 11 day-long sessions from September thru May. Each year the curriculum is updated to ensure graduates are well prepared to serve as leaders in their workplace and our community.

Apply now for the 2011-12 Greater Mankato Leadership Institute by **June 3** at greatermankato.com/gmg-leadershipinstitute.php.