



*Perspectives & Psychographics of a  
Manager's Life*

*2014 Oregon Main Street Conference  
Enhancing Main Street*

Donna Dow, CMSM  
Main Street Director  
City of Denison, TX

# *Perspectives & Psychographics of a Manager's Life*



# Perspectives & Psychographics of a Manager's Life



**Create your own blockbuster with paper dolls of the hottest action stars!**

**JONES ACTION STARS PAPER DOLLS DOVER**

**BRUCE PATRICK JONES**

Prepare for action with this racy collection of sixteen of the cinema's greatest shoot-em-up and knock-em-down actors. With text and images by Toronto illustrator Bruce Patrick Jones, this unique paper doll book includes spectacular renditions of Arnold Schwarzenegger in *Terminator* and *Conan* garb, Angelina Jolie as *Lara Croft* and *Mrs. Smith*, Keanu Reeves in *The Matrix* and *Speed*, plus Halle Berry, Brad Pitt, Bruce Willis, Sigourney Weaver, and nine other sensational stars. Each action figure comes with two or three costumes, plus accessories.

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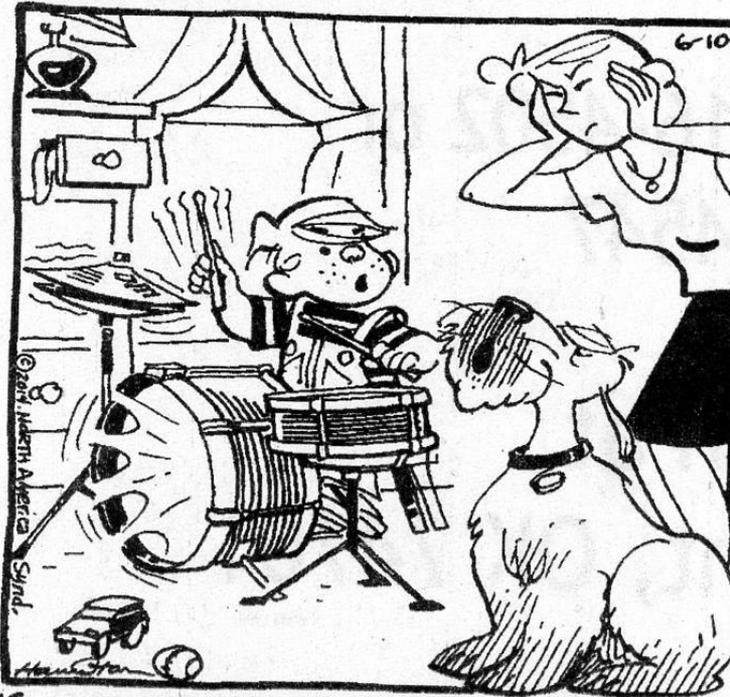


# *Perspectives & Psychographics of a Manager's Life*



# Perspectives & Psychographics of a Manager's Life

## Hank Ketcham's DENNIS THE MENACE



"IF I CAN BE ANYTHING I WANT TO BE WHEN I GROW UP, WHY CAN'T I BE ANYTHING I WANT TO BE NOW?"

# Perspectives & Psychographics of a Manager's Life



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# *Perspectives & Psychographics of a Manager's Life*

**Proposing to his soon to be wife**



# *Perspectives & Psychographics of a Manager's Life*

## Perfect Main Street Manager

- College Degree Preferred
- Must Have SUV & Access to Pickup Truck (Extra Points for Dually)
- Must Own or Have Immediate Access to a Trailer
- Multi-Tasking Ability Essential
- Willing to Work Flexible Hours (And Lots of Them)
- Wardrobe Must Include Overalls, Paint Clothes, Office Attire, Little Black Dress (With Ability to Look Elegant) and Superman Outfit
- Ability to Scale Large Buildings Without Fear (or Have Ability to Conquer Fears)
- Must Have Large Supply of Gloves Close At Hand At All Times (Rubber, cloth, & leather)

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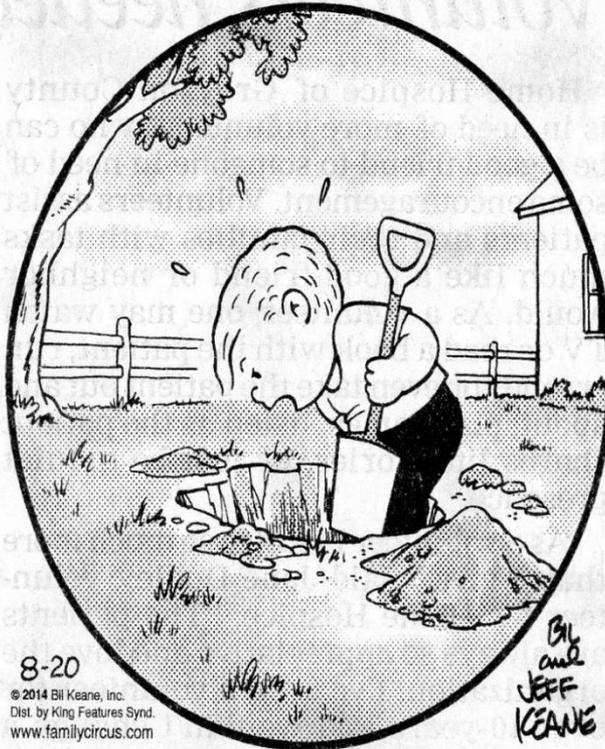
## Perfect Main Street Manager

- **Master Negotiator**
- **High Energy Helpful** (Extra Points if Level Can Be Maintained for Extended Periods)
- **Party Planning Skills Helpful**
- **Quick Thinking Ability Necessary** (Must Be Able to Dig Out of Holes)
- Ability to Work With Business Leaders (Some May Be Very Accomplished & Know It)
- Must Be Dependable (Never Get Sick But Be Able To Work On Rare Occasion You Do)
- Must Be Able to Work Through Headaches
- Table Manners Necessary (Don't Want To Embarrass Program At Dinners, Meals, & Banquets)

# Perspectives & Psychographics of a Manager's Life

THE FAMILY CIRCUS

By Bil Keane



"Gosh! The world just keeps going  
and going and going."

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## Perfect Main Street Manager

- **Calm Demeanor Extremely Beneficial** (Able To Handle Stress & Never Let Them Know Your Blood Pressure's Boiling Over)
- **Need To Have Patience Out The Gazzoo**
- **Must Be Organized** (Even If It Doesn't Look Like It)
- **Should be Self-Motivated** (Always Looking for Things Requiring Overtime)
- **Must Be Goal Oriented** (Long-Term Focus)
- **Should Maintain Pleasant Personality** (Must Be Able To Deal With Merchants, Business Owners, Property Owners, City Officials, Investors, Consultants, Volunteers, Employees, and Angry Customers and Parents)

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# Perspectives & Psychographics of a Manager's Life

—continued from page 5



// Jeff Dinse (seated, right), made an anti-bullying video that went viral.

## Jeff Dinse

### It Takes All Kinds (Lockport, N.Y.)

When social studies teacher Jeff Dinse, 46, created a video for his students, he had no idea it would change the culture of North Park Junior High. Inspired by Miranda Lambert's music video for her song

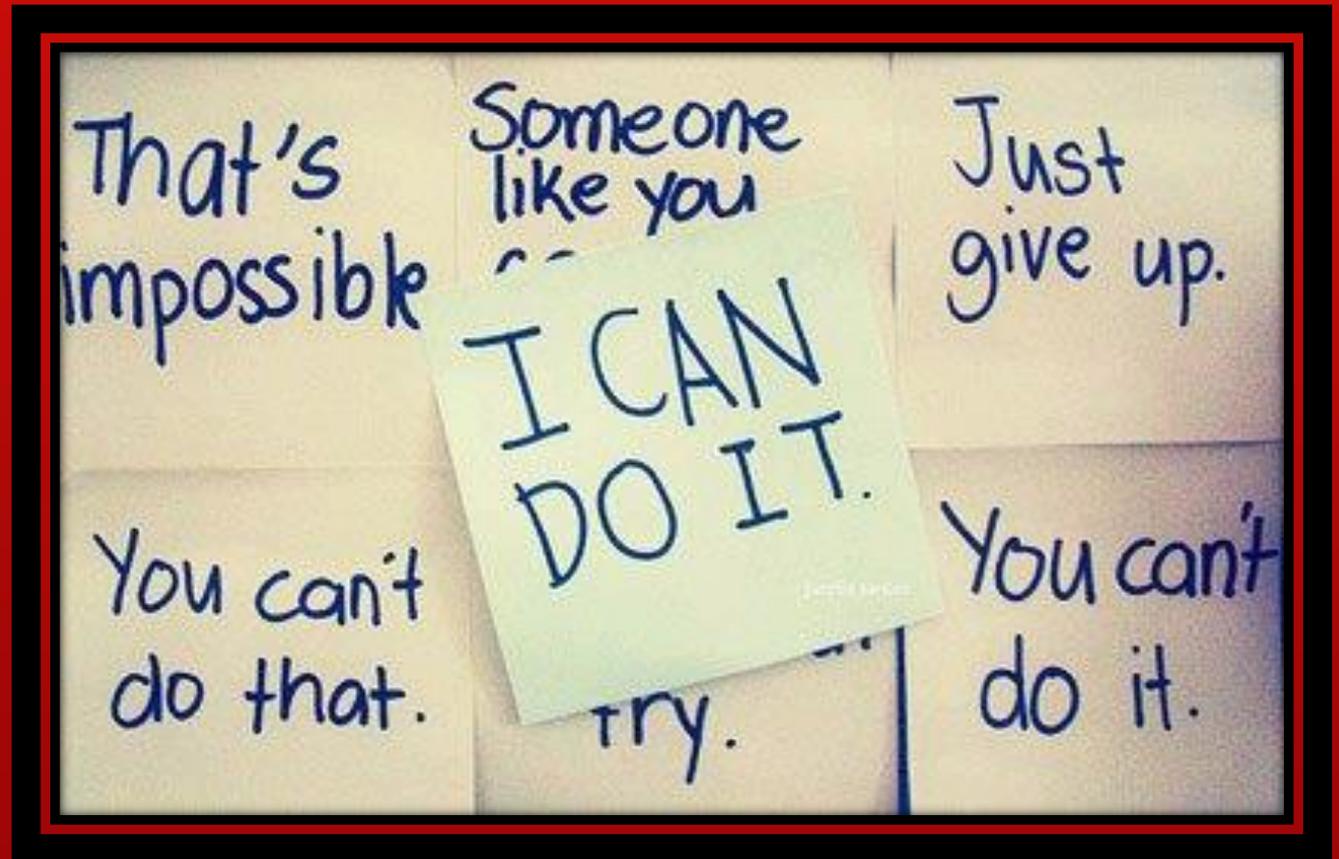
*All Kinds of Kind*, Dinse's version, which counts over 74,000 hits on YouTube to date, features kids and teachers holding handwritten signs that celebrate their "kinds"—science kind, cool hair kind. That

video and its subtle anti-bullying message spawned dozens of other projects, including a website and photo mural featuring some 1,300 proud sign-holding students.

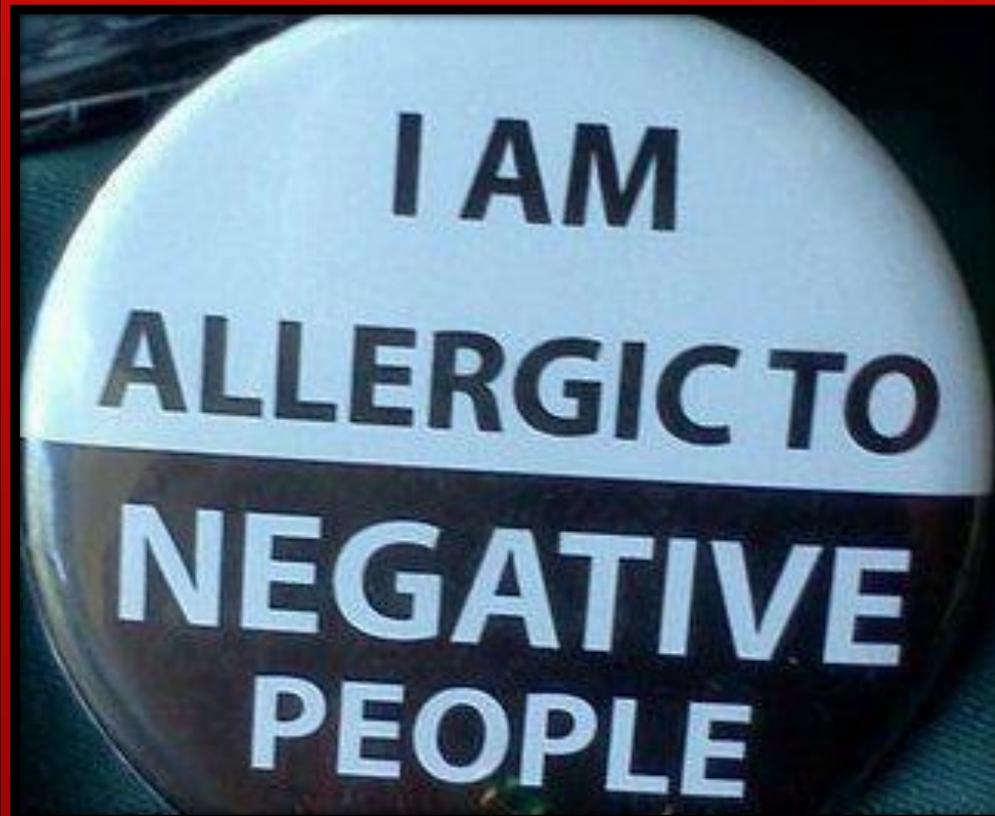
The campaign's lasting impact? Disciplinary actions are down, and students started opening up to teachers and to each other.

"Kids treat kids nicer," Dinse says. "Before you know it, it was cool to be different. It was an amazing transformation."

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**I AM  
ALLERGIC TO  
NEGATIVE  
PEOPLE**

A circular button with a white top half and a dark bottom half. The text is printed in bold, black and white capital letters. The top half of the button is white and contains the words 'I AM' and 'ALLERGIC TO' in black. The bottom half is dark and contains the words 'NEGATIVE' and 'PEOPLE' in white.

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What does a  
volunteer look like?



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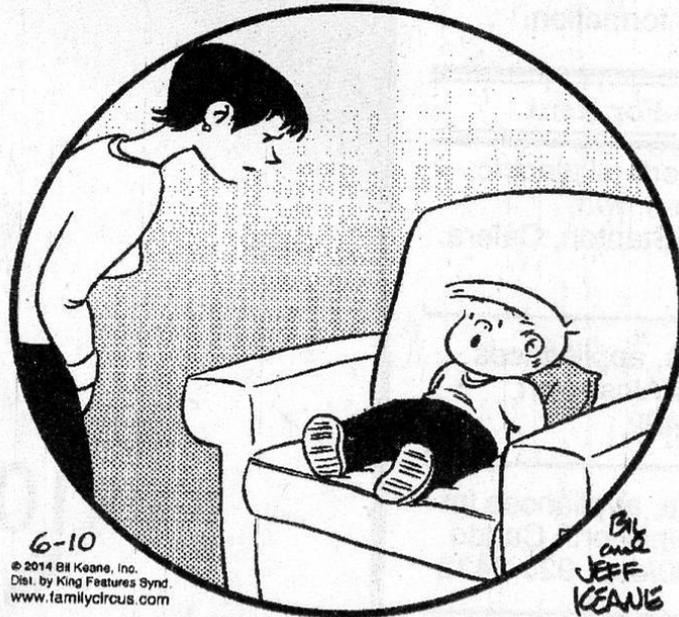
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## THE FAMILY CIRCUS

By Bil and Jeff Keane



6-10

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Bil  
and  
JEFF  
KEANE

**"Yes, I'm bored, but not so bored that  
you need to think of something  
for me to do."**

# Perspectives & Psychographics of a Manager's Life

## Hank Ketcham's DENNIS THE MENACE



"MR. WILSON LIKES TO DO THINGS WHERE HE DOESN'T HAFTA DO MUCH OF ANYTHING AT ALL."

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## **THE LOCKHORNS** By Bunny Hoest & John Reiner



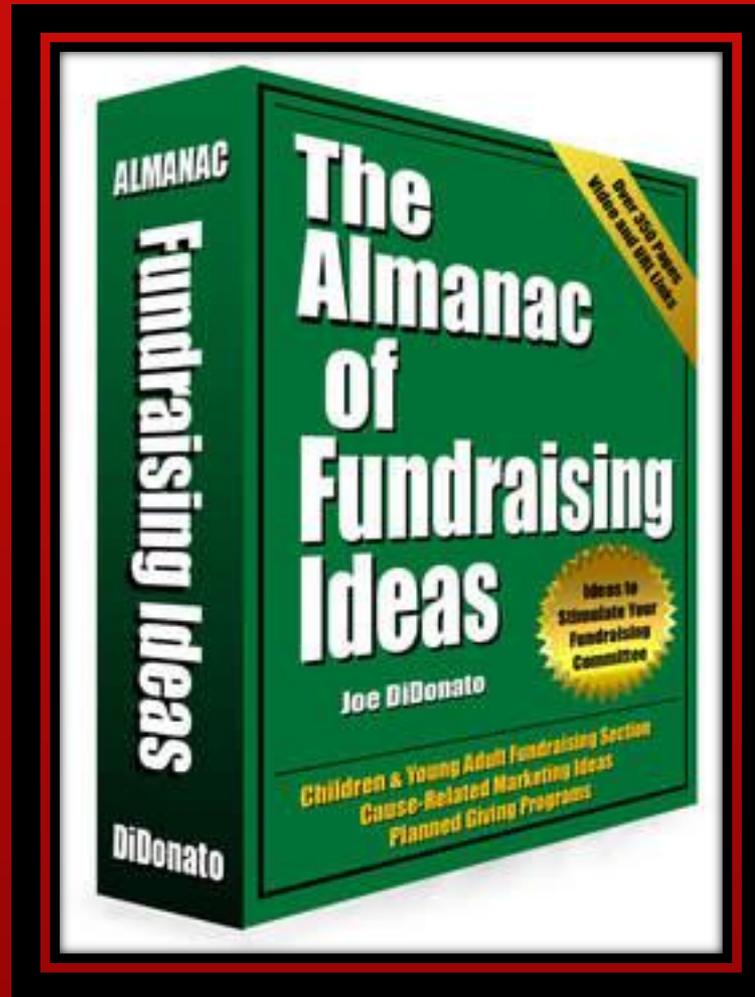
"LORETTA IS SO VAIN SHE PHOTOSHOPS SELFIES."

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## Perfect Main Street Manager

- Should Have Excellent Verbal & Written Communication Skills (Must Be Able To Write Nasty, Demanding Letters That Get Action Without Being Offensive)
- Must Have Computer Skills (Extra Points for Techno Geek Level)
- Need Excellent Interpersonal Skills
- Must Have Ability to Lead, Follow, Or Get Out of the Way
- Financial Responsibility A Key (Need Ability To Make Magic Out of Lack of Funds, Manage and Meet Budget, Make Fiscally Sound Decisions While Making Sure There's Money To Pay Yourself)
- Fundraising Expertise Helpful (Should Be Able to Think of Creative Ways to Get People to Give You Money Without Thinking About How Much They've Already Given)

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**Fundraising Fun**  
Buy Poms and sell to your FANS  
500 Poms for 70¢ = cost \$350  
Sell each Pom for \$1.50 = \$750  
**Profit \$400**

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## Perfect Main Street Manager

- Extra Points for Being Able to Do So In Recession)
- Need Pretty Smile For Begging
- Must Work Well With Others (Must Be Able To Tolerate People Under Any Circumstances Including Business Owners, Volunteers, Committee Members, Community Service Workers, and High Maintenance Deadbeats)
- Should Be Able To Take Instruction (Board Gives Direction & You Must Be Able to Like It Even if It Isn't Your Idea)
- Must Be Able To Work Weekends & Nights (Without Anyone Noticing You're Not Home)
- Must Have Never Burned Any Bridges (Extra Points If You Have Strong Desire & Ability To Keep It That Way)

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## Perfect Main Street Manager

- Must “get it” (Can’t Describe “it”, but You’ll Know “it” when you see “it”)
- Ability To Master Patience With All Office Equipment
- Must Be Able to Delegate (Extra Points If You Can Discern Individuals That Will Actually Carry Through)
- Leadership Skills A Plus (Extra Points If You Can Step Back When Credit is Given)
- Must Have Ability To Make The Right Decisions On the Fly in Crisis Situations (Extra Points If You Can Take Criticism When People Disagree With The Right Decision)
- Must Be Able To Quote Numbers &/OR Show Pictures to Get Message Across To Key People (Extra Points for Wisdom to Know Which is Appropriate)

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Perfect Main Street Manager - Helpful Qualities:

- Enthusiasm
- High Energy
- Positive Attitude
- Creativity That Overflows
- Appreciation of History
- Deep Love of Community
- Enjoy Working With People of All Types of Personalities
- Understanding of Purpose
- Know People in Community (Extra Points for People in High Places)
- Experience in Calendar Management
- High Tolerance Level
- Low Stress Level
- Extensive Copier Repair Skills
- Ability to Accept Criticism

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Perfect Main Street Manager - Helpful Qualities:

- Speaking Ability Helpful (Extra Points for Funny Comments Off The Cuff)
- Entertaining Qualities
- Listener
- Compassionate (Extra Points)
- Quick Thinker

For All This, You Get:

Minimal Wages

Competitive Pay (Based on Comparison With Like Programs)

No Benefits

Some Days Off

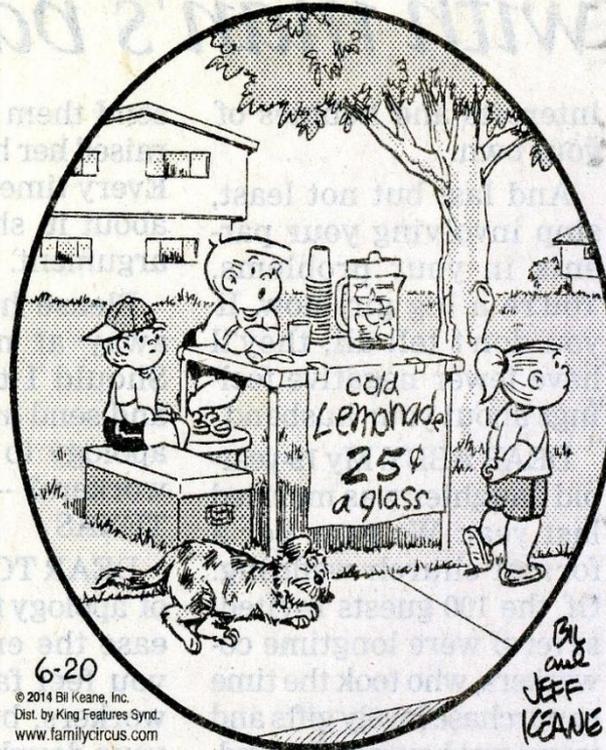
Mileage Reimbursed

Team-Oriented

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"I think we might need to buy  
some TV advertising."

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Perfect Main Street Manager



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“Isn't it nice to have everything back  
to normal after your day off?”



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