

85-year-old keepin' up with the times

Written by Darci Tomky

“Enthusiasm will get you anywhere,” said Deane Anderson, and enthusiastic is certainly the perfect word to describe Anderson and his out-of-the-box promotional ideas.

At 85 years old, this former business owner hasn't let technology faze him one bit. He recently debuted his very own website featuring his book called *How to Beat the Pants Off Your Competition*.

Found at www.deaneanderson.com, the website highlights dozens of promotional ideas for business owners. Designed to help give businesses a boost, Anderson gives advice on how to get customers in the door and keep them there. “Whether you are a newcomer to the business scene or an old hand, you have to give customers a reason to buy from you instead of your competition.”

Anderson has used all of the promotions at his Gambles Store, and later Anderson Hardware, which he and his wife Bijie owned in Holyoke for 33 years.

Some of his favorites are Chester the Pig, Free Diamond and the ping pong ball promotion, all creative ways to encourage business.

Anderson wrote his book in the 1980s but never got it published. The website has been a good (and inexpensive) way to get his material out to the public.

The idea for putting his book on the internet came from his sister's daughters Marilyn Schwartzkopf and Carol Mindle in Iowa. The website was built by Carol's son David Mindle who was actually living in Spain at the time.

To make the website, hard copies of the text and pictures were converted to digital text. It was a daunting task for the two sisters as Anderson's book contains over 100 promotions.

The information was then added to a website using a content management system. This allows Deane and other authorized users the ability to update the website without having much technical knowledge.

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Anderson said they keep adding more things to the website, like photographs to go along with the promotions.

Bijie noted the internet has been a great way for her husband to spend his free time. With just a couple clicks, Anderson is at his website and can view his pages of advice for business owners.