

THE OBSERVER/ENTERPRISE

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Show your support for local businesses on Small Business Saturday

From U.S. News

Instead of pitching tents, elbowing people in the face and yanking a toy out of another shopper's hands on Black Friday, those on the hunt for holiday gifts this week might have a more serene shopping experience on Small Business Saturday.

Small Business Saturday falls on the first Saturday after Thanksgiving – or as some know it – the recovery day after Black Friday. But as Black Friday has crept into Turkey Day, Small Business Saturday offers more mindful shoppers a way to enjoy Thanksgiving and then support the local community two days later.

History of Small Business Saturday

American Express launched Small Business Saturday in November 2010 to help bring attention to smaller stores in communities and encourage shoppers to support local business instead of just megastores on Black Friday and Cyber Monday.

By the next year, the day had become nationally supported and endorsed by local governments and the White House. In 2014, an estimated \$14.3 billion was spent on Small Business Saturday, according to American Express.

Why Focus on Small Business Saturday?

Small Business Saturday is nestled in between the major shopping days of Black Friday and Cyber Monday – so it makes sense people (and their wallets) may want to take a break. Plus, it's hard to believe local businesses can compete with deals from mega-sellers like Wal-Mart, Macy's and Amazon. So why should a person embrace the shop small mentality?

The shop small movement is less about getting the best possible deal and more about supporting the local community. It helps keep cute cafes and mom-and-pop delis from turning into Starbucks and Quiznos. It also keeps money in the community.

In fact, according to the American Independent Business Alliance, 48 percent of the money spent on purchases at a local independent businesses is re-circulated locally, but less

than 14 percent of purchases at chain stores stay within the community.

How to Find Deals and Small Businesses to Support

American Express has created an interactive map to help shoppers locate small businesses. The nationwide map can be used to search by business name or ZIP code. Shoppers can also filter the search based on dining, shopping, entertainment, travel or services.

Unlike the Black Friday advertising madness, Small Business Saturday deals aren't necessarily widely distributed ahead of time. Some deals may get shared on social media, through circulars in the mailbox, on websites or just by signage when you shop in stores. Some small businesses will also advertise via online ads or by using marketing materials for #ShopSmall sponsored by American Express.

Just keep in mind Small



BHRC Welcomes Families!

Residents and their families and friends enjoyed a Thanksgiving meal recently at Bronte Health & Rehab Center. The meal was service by members of the staff (bottom right photo).

Business Saturday focuses less on generating massive buzz to draw customers like on Black Friday. Small shop owners aren't going to release store maps, like Wal-Mart, or open doors at 6 p.m. on Thursday – thus motivating people to skip Thanksgiving dinner entirely in hopes of nabbing a 32-inch Smart TV for \$125.

Shopping Small Online

Those who don't live near local businesses or don't want to leave the comfort of their homes can still shop small online. Plenty of small business owners



have online stores and ship their products around the country.

Deals are also already being shared on the Shop Small Facebook page. Shoppers can use the Facebook page to find a variety of wares from coffee beans and skin care to jewelry and clothing.

Don't Be Afraid to Ask

Those who already have favorite local businesses should check out store websites and social media pages to look for sales. Or just go the old-school route and call to inquire about any Small Business Saturday deals.

Area Churches Invite You to Worship

Bronte

Bronte Church of Christ
 PO Box 346 • 118 S. Jefferson • Bronte
 (325) 473-3291
 Preacher John V. Driggers
 Sun. 10 am & 6 pm, Wed. 7 pm

Central Baptist Church

324 S. Franklin • Bronte
 (325) 473-4811
 Dale Patterson, Pastor
 Sun. 10 am Sunday School
 11 am & 5 pm Worship

First Baptist Church

424 S. Washington • Bronte
 (325) 473-2331
 Sunday 9:45 am Sunday School,
 10:55 am Worship,
 5 pm Worship
 6 pm Youth

First United Methodist Church

Corner of Washington & Holmes
 Bronte
 (325) 473-3281
 Rev. Everette Boyce, Pastor
 Sun. 10:00 am Sunday School
 11:00 am Worship

Forgiven Ministries

117 W. Main, Bronte
 Russ Frasier, Pastor
 Sun. 10 am
 Tuesday 6 pm Table Time

St. James Catholic Church

215 N. Washington, Bronte
 (325) 365-2687
 Rev. Hubert Wade, Jr., Pastor
 Sun. 5 pm

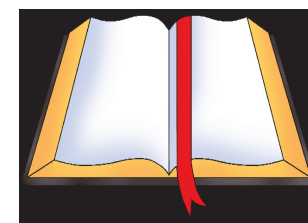
4C Cowboy Church

Texas Theater, Downtown Bronte
 Pastor James Brunson
 Sunday, 10:30 am

Coke County

Pecan Baptist

PO Box 542 • 12 miles West of
 Robert Lee on Sterling City Hwy
 (325) 453-2065, Bill Hood, Pastor
 www.pecanbaptist.org
 Sun. 10 am, Sunday School
 11 am & 7 pm, Worship



Robert Lee

Bible Baptist Church
 PO Box 938 • 9th & Austin
 Robert Lee, Joe Hodges, Pastor
 Sun. 10 am Sunday School,
 11 am & 6 pm Worship,

Emmanuel Pentecostal

PO Box 683 • 1019 Colorado City Hwy
 Pastor Tim Wood (325) 453-2360
 Sundays 2 pm, Thursdays 7 pm

First United Methodist Church

PO Box 144 • 9th & Chadbourne
 Robert Lee • (325) 453-2417
 Cyndi Weidner, Pastor
 Sun. 10 am Sunday School
 11 am Worship, 5 pm Choir Practice

Iglesia Bautista Betel

101 Houston • Robert Lee
 Sun. 9:45 am • Sunday School
 11 am Service • Bible Study Wed. 6 pm

Southside Church of Christ

PO Box 698 • 8th & Houston
 Robert Lee (325) 453-2176
 Jordan Arnold, Preacher
 Sun. 10 am, Sunday School
 11 am & 6 pm, Worship
 Wed. 6 pm, Worship

Northside Church of Christ

PO Box 508
 9th & Chadbourne • Robert Lee
 (325) 453-2685, (806) 543-2118 or
 (325) 473-1053

Our Lady of Guadalupe Catholic Church

601 W. 10th, Robert Lee
 (325) 365-2687
 Rev. Hubert Wade, Jr., Pastor
 Sat. 6 pm

Robert Lee Baptist Church

PO Box 493 • 22 W. 11th
 (325) 453-2724
 Danny White, Pastor

Sun. 9:45 am, Sunday School
 11 am & 7 pm, Worship
 Wed. 7 pm, Prayer Meeting

Victory Assembly of God

(325) 453-2208, PO Box 638
 6th & Houston, Robert Lee
 Rev. Irving Smith, Pastor
 Sun. 9:45 am, Sunday School
 10:45 am & 6 pm, Worship
 Wed. 6 pm, Bible Study

Tennyson

Tennyson Baptist Church
 Hwy 277 • Tennyson
 (325) 473-2040
 Sun. 9:45 am, Sunday School
 11:00 am & 6 pm, Worship
 Wed. 6:00 pm Prayer Meeting



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 Agent

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 TXFB-INS.COM

I want to thank the people that took the time to visit with me as I campaigned. I enjoyed meeting some of you for the first time, and I liked getting to visit with others that I already knew.

A special thank you to those folks who voted for me. I sincerely appreciate your vote and your confidence.

Bill Burns

Pd. Pol. Adv. by Bill Burns

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