



## It's Time to "Shop Small"

Small Business Saturday has been around since November 2010. If you have never worked for a small business, you can't begin to appreciate the work that is involved. The hours are long, you work when everyone else is off (because they're out shopping), & since it's often family running things, you can't all take off at the same time for family outings.

I've shared before that my mom owned her own gift shop. It was a lot of work & a lot of fun at *The Indigo Shoppe*. All of my kids spent time in that shop when they were little and they all learned how to behave in the "hands in your pockets" environment.

There's something almost magical about spending your time & money in a small business. You get to know the owners of the store and they get to know you. You're greeted with a smile & words of recognition, not just a random greeting. We went through illnesses, births, deaths, weddings, graduations, birthdays—life—with these folks who started out as strangers and ended up family.

Certain things would be ordered at market because we knew certain customers would love it. We had a gift

registry & husbands would call asking for a gift in a certain price range & we would have it wrapped and waiting when he arrived. Wives loved this because they got something they wanted and, let's face it, husbands loved it because they didn't have to shop. (My husband still misses that particular perk.) Our customers were family and they knew it.

I think our church is a little like that shop. Whether by blood or the spirit, we are all family. When one is hurting, we all hurt. When one rejoices, we all rejoice. We love & care for each other through it all.

So, when you're shopping this holiday season, think about the family you're helping by shopping small. I much prefer to help a family pay for their child's piano or karate lessons than to help a large corporation purchase another jet.

If you do your shopping online, you can STILL shop small. Go to **ETSY.com**. These are all small business owners, many of whom make the things they sell so they can be home with their kids. They work harder than you can imagine to provide for their families. Be a part of that dream.

**Now, on to the important stuff.**

**The Week November 21-17 is:**

- Geography Awareness Week
- National Bible Week
- National Family Week
- National Game & Puzzle Week

**Some celebrations only last a day:**

- 21st**-Mother Goose Day  
Family Pajama Night  
National Red Mitten Day  
Stir Up Sunday  
World Hello Day  
World Television Day
- 22nd**-Do Dah Day  
Humane Society Day
- 23rd**-Doctor Who Day  
National Espresso Day  
Old Clem's Night
- 24th**-Celebrate Your Unique Talent Day  
National Jukebox Day  
Tie One On Day (an Apron)

- 25th**-International Hat Day  
National Play With Dad Day  
Shopping Reminder Day

- 26th**-Buy Nothing Day  
Flossing Day  
Maize Day  
National Milk Day  
Eat Over the Sink Day  
World Olive Tree Day

- 27th**-Slinky Day  
[Small Business Saturday](#)

Have a great week & call if you need anything!

***Serving Him & Loving it!***

*Carol*

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**Indigo Shoppe**—Christmas Open House 1993. L to R: Betsy Edgerton, Bill Bowman (Dad), Me, “brother” Bill Howard, Janice Bowman (Mom), and Diana Lopez (sister)