



Celebrate the Season!

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• WEDNESDAY, DECEMBER 11, 2019 • 1PM •

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• SATURDAY, DECEMBER 14, 2019 • 8PM •

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• SUNDAY, DECEMBER 22, 2019 • 3PM •

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DEC 11



DEC 14



DEC 22

Shop small businesses to improve the holiday experience

It's the time of year when newspapers thicken with sales circulars and holiday advertisements. Consumers looking to beat the hustle and bustle and steer clear of the crowds this year may want to pay attention to local businesses in lieu of trekking to nearby shopping malls.

Every time consumers visit local coffee shops to grab a latte, pick up a dress at a nearby boutique or patronize a farmer's market down the street, they are supporting a small business. The Friday and Saturday after Thanksgiving are some of the busiest shopping days of the season, and they also can be some of the friendliest to small businesses.

Plaid Friday was conceptualized in Oakland. It may have been born in the Golden State, but the movement soon spread across the country. Plaid Friday is an alternative to big box stores' Black Friday bonanzas. It is designed to promote both local and independently-owned businesses during the holiday season. The name Plaid Friday was used to help people visualize the various threads of small businesses coming together to create a strong community fabric that was diverse and creativity.

Shoppers can continue their small business patronage with Small Business Saturday. This, too, is a counterpart to Black Friday and Cyber Monday. The first event was created by American Express in conjunction with the nonprofit National Trust for Historic Preservation. Since its inception, many small business groups, merchants and politicians

have touted the event and the Shop Small® mantra. The idea is that when small businesses thrive, communities and individuals thrive along with them.

The Small Business Administration says that, since 1995, small businesses have generated 66 percent of all new jobs in the United States. There are a number of big reasons to shop small. One can start around the holidays and then continue all year long.

- Shopping small businesses helps give back to the community directly. According to Civic Economics, a strategic planning business, on average 48 percent of each purchase made at independent businesses is recirculated locally through tax money and other support.
- Small business owners often strive to provide personalized, hands-on customer service. Repeat business is key to their survival, so they want to ensure shoppers are happy.
- Small businesses, since they are not beholden to corporate oversight in terms of what they sell, have greater flexibility. That allows them to offer a diverse product selection.
- Small business owners often live nearby, and they're the people you see in town, schools and elsewhere in the local community. Many consumers are comforted to know they're supporting their neighbors, especially during the holiday season.

Supporting local businesses is easy. And shoppers who like what they see can share the good news with others on social media.

Specific events are geared to direct shopping traffic to local businesses during the holiday season.



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Small Business Saturday

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\$15 Off

Your \$50 or more purchase of regular priced merchandise.

Does not apply to previous purchases. Not valid with other offers or discounts. Must present coupon. Limit one coupon per person. Excludes Gift Certificates. Valid at Ben Franklin Crafts - Oconomowoc.

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Four top tips on playing it safe when getting toys

(NAPS) – Getting new toys for your kids or grandkids on holidays, birthdays or any time can be fun, but it's wise to watch out for these four safety concerns:

What to watch out for

- 1. Counterfeits:** A recent survey conducted by Wakefield Research for The Toy Association found that nearly one in three toy-buying parents didn't know that fake toys are sometimes sold on major online marketplaces by illegitimate third-party sellers. These toys might not be tested for safety. On the other hand, legitimate toys sold by responsible sellers comply with more than 100 federal safety standards and tests. Always dig deeper into a lesser-known online seller's history and read reviews before making your purchase. You can also buy toys directly from a brand's website or follow the provided links to official retailers selling their products.
- 2. Age Grading:** An alarming 96 percent of parents surveyed are confident that their child can play with a toy even if they are younger than the toy's age recommendation. But age-grading isn't merely a suggestion—it's based on the developmental abilities of kids at a given age and the specific features of a toy. When children play with a toy meant for an older child, they might misuse it and get hurt. Age grading can be found directly on toy packaging or in product descriptions for all legitimate toys sold online.
- 3. Small Parts:** Pay special attention to toys labeled 3+, since these toys may contain small parts that can be a choking hazard for children under 3 (or kids at any age who still mouth toys). Toys with small parts have a warning label on the packaging, so keep a careful eye out as you shop, and consider getting a Small Parts Tester (available in most toy stores) to check other small objects around the home.
- 4. Household Dan-**

Play Safe is the premier site for your information about toy safety. Brought to you by The Toy Association, Inc.

play safe

Have fun, play safe!

TOY SAFETY TIPS

SAFE TOY BUYING GUIDE

TOY RECALLS

ASK THE TOY SAFETY MOM

Playtime is more fun for the whole family when parents follow some important safety tips from PlaySafe.org.

gers: Kids can find ways to play with anything—including objects that are not really toys, such as small powerful magnets (found in executive desk toys) or button cell batteries (from remotes, hearing aids, and the like). These objects can be very dangerous if accidentally swallowed. Always keep them out of children's reach.

Share these tips with other gift-givers, and always supervise children while they play. Learn More

For more toy safety information, visit The Toy Association's reliable resource for families at www.PlaySafe.org.



Kick Off your Holiday Shopping at:

FOX LAKE COUNTRY ANTIQUE MALL

Shop The Fox!

Supporting our small business is so important to the community. We love our little town, so come and shop and support our business and the rest of Downtown Oconomowoc.

We are offering a raffles and refreshments with an old-fashioned Christmas experience with vintage holiday items!

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Small Business Saturday

November 30th • 9am – 8pm



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Expiration Date 12/27/19 Freeman

Pharmacy & Your Health

David Eichstaedt, RPh

Personalized Pharmacy Service

What a Small Pharmacy Can Do for You



As an independent pharmacy that has been operating in the lake country area for just over 40 years, here's some things a local business can do for you. At the Prescription Center Pharmacy, we make it our mission to personalize each customer's experience. This is why you'll always be greeted with a smile and helped right away. When you call, there is no recording and you're speaking directly with a person. We take all the same insurance plans as the big stores all while providing you with a professional, courteous and personal experience.

In addition to the personalized experience we offer our clientele, we also make sure to make it a priority to help the community thrive. In small towns and cities, like many in the Lake Country Area, local businesses contribute more to the community than just the services they provide.

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