

There's no place  
like home for the

# holidays

**SHOP  
LOCAL!**

Special supplement to the  
Wood County Monitor  
and Lindale News & Times

**November 2018**



# Help Your Economy



## Spending locally gives your neighbors a boost

**W**hen you shop at a local store and keep your money close to home, you're not only helping that one retailer. You're giving your entire local economy a shot in the arm.

### **MORE MONEY STAYS HERE**

It's obvious that spending money at a local store helps that business directly. You can see your money go into their cash register, after all.

But what really makes your local spending powerful is what you can't see: the multiplier effect.

Scientists who study how money moves through an economy have discovered that spending a dollar actually has more than a dollar's worth of impact on the local economy.

Your dollar is used to pay for

wages and to help the business purchase products and services from other local vendors.

Increasingly, studies are showing how locally owned businesses have a bigger multiplier effect than chain stores on the local economy. They're more likely to keep their profits in town and spend them on local wages and with local suppliers.

### **RECYCLING CASH**

Shopping with a local business also typically means your dollars are going into local banks. Those banks are, in turn, turning those dollars into

a variety of things to help other members of your community. Loans are paid out and allow individuals the ability to pursue their dream of being a homeowner, purchase a new car, or even pursuing higher education.

Though it may be difficult to see the impact this economic circle has on your local community at the moment, one's children may be able to see it clearly a decade down the road.

### **KEEP PROFITS IN TOWN**

Also, if a company is head-

quartered out of town, that's where the profit is sent. You want to keep that profit in town.

If that profit leaves town — goes to shareholders or out-of-town executives, for example — then that money won't likely find its way back into your own neighborhood. Instead, it is reinvested into the large conglomerates to build more stores in other communities across the nation or world.

Patronizing small mom-and-pop shops is a great way to keep the money that is spent by customers and made by business owners in a community.





**QUITMAN PHARMACY**



## Christmas Open House Tues., November 27<sup>th</sup>

Hours extended until 7:00 p.m.

Bring the kids in to MEET AND GREET SANTA

12:00 p.m. - 7:00 p.m.

Please bring your own camera if you would like to have your picture taken with Santa.

Finger foods and drinks will be served throughout the day.

Come in for special door prizes, giveaways, and discounts throughout the store.

**Scott's** QUITMAN PHARMACY

310 E. Goode - Quitman, TX

903-763-9600 - Lesli Holt, RPh.



**Scott's** PHARMACY

211 E. Coke Rd. - Winnsboro, TX

903-342-3669 - Scott Parton, RPh



Amie Dugan, Crystal Wakeman, Heather Barnes, Brittany Duff, Emily Attaway and Lesli Holt, RPh

### Check Out Our Extensive Gift Department

Home Decor • Jewelry • Scarves • Clothing • Yellowbox

Baby and Wedding Items • TAG dish line • Swan Creek

ALL the Christmas Ornaments and decor that you could want!

### Don't miss out on special sales and events!

Look for details on our Facebook page throughout December

\*\* Lot's going on, so keep yourself informed.

Find us at [www.facebook.com/sqpharmacy](http://www.facebook.com/sqpharmacy)



## Make Shopping Easy!



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# Better Customer Service

Tired of being herded like cattle through chain stores? Look local

**B**ig chain stores may offer slightly lower prices on some items —if you're lucky — but one thing they're almost universally criticized for is customer service.

If you want to be served by businesses that truly care about you, it's best to find local stores that know their products and, more importantly, know how to treat people.

## CLOSER RELATIONSHIPS

The individuals that run and own local businesses could be your friends, neighbors, or even a relative. This relationship allows the consumer to forge an actual friendship and respect with the proprietor of the business. Small business owners generally go the extra mile to ensure you find what you need and that your needs are taken care of while you shop with them.

That professional relationship can open other doors to you that you will not get at other retailers. Many small business owners take great pride in serving their neighbors which lends them to being far more flexible than a corporate entity.

## PEOPLE YOU KNOW

The greatest treasures of the small businesses who bring all of these things to a community are the owners. Unlike the rushed and harried seasonal workers at big chain stores, owners and employees of local shops are people you recognize from within the community.

This makes visiting their businesses more personal than a standard shopping trip. Staying local gives you an opportunity to establish relationships with shop owners who can come to know your preferences and will be able to help you more easily, leading to a relaxed, personal shopping experience.

## MORE INVOLVED

Many local business owners are also

active in the town and nearby areas. The man who helped you pick out the perfect present for your niece may be the same person who puts out a fire at a neighbor's house. The hairdresser could be the one overseeing the next big seasonal festival. By supporting the livelihoods of these people, you in turn support their ability to give back to the community.

## GOOD VALUE

We all want to get a good value on the products we buy. But if the money you spend isn't going to help your friends and neighbors locally, how much of a value is it really?

Before you buy that television, MP3 player, bookcase — or any other product of the sort — call up your local small business. Ask them if they have any price matching programs. Many businesses do, but the information is often posted on signs in the store that are overlooked by shoppers. That means there is a good chance you can get your product at a competitive price and still support your local business community.

Resisting the pull of out-of-town stores can be difficult, but the benefits of local shopping are worth staying close to home. Keeping money and consumer loyalty within the local economy helps create a community atmosphere, and that's great for customer service.





# Go Unique

**W**e all know them. They are the people who own one of everything and write nothing in particular on their Christmas lists.

They possess every movie, flaunt the newest jewelry and have read each book from the New York Times best sellers list. Finding a gift for them is nearly impossible – unless you integrate a little creativity into your gift-giving strategy.

Local businesses are hotbeds for the unique and eclectic items that are sure to make a lasting impression on that hard-to-buy-for person in your life.

Pottery, paintings, garden supplies and more can be found just a few blocks away at your downtown establishment.

## GET ARTISTIC

Local artists make great sources for unique Christmas presents, and their work can often be found on display in storefront windows.

Buying a painting, craft, or pottery piece from

an artist near you not only helps validate his or her creative endeavor but also gives your recipient a one-of-a-kind gift.

Put a little extra thought into the present by tracking down the artist for a signature and personalized message.

## DANDY GIFTS FOR THE HANDY

What if you could find a gift that will provide years of enjoyment, as well as a feeling of personal pride in a job well done?

Well, browse the aisles of your local hardware store and you will be in luck.

Unique tool sets and do-it-yourself birdhouse kits will have your handy friend or family member chomping at the bit for springtime.

Practical gifts like snow shovels, warm hats, or cozy gloves are also viable options and will make an immediate impact during those snowy winter months.

## GIFT CARDS

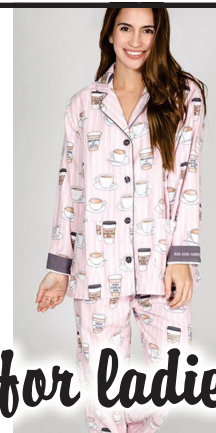
If you're thinking of opting for the trusty gift card, consider your options. Instead of buying one from an out-of-town establishment or online conglomerate, instead think outside of the box – and the box store.

What better way to support your local business community then by purchasing a gift certificate from your regional golf course, barber, gym or car detail shop?

Gift cards are always popular, but giving them a localized spin will make them a guaranteed hit even for the person who already has everything.



**107 N. Johnson St. | Mineola, Tx | 972-740-7733**  
**Hours: Monday - Friday 10:00 a.m. - 5:00 p.m. | Saturday 10:00 - 4:00**



**Fashionable clothing for ladies of all sizes!**



## RICHIE'S ANNUAL THANKSGIVING DAY BENEFIT



It all began in 2010, following the earthquake in Haiti. With a little money and a lot of faith, a special fundraising campaign began at Richie's in Winnsboro, and approximately \$6,500 was raised and donated to Hope Outreach International for relief efforts. Following the overwhelming response of the community to aid others, our first Annual Thanksgiving Day Benefit began. In 2017, Richie's By the Sea was born, and was able to raise \$2,400 for Eduardo Chavez! Now owned by Luis Salas, Richie's By the Sea has been changed to Richie's Bar and Grill, but the beautiful tradition is here to stay!

On Thanksgiving Day, our doors are open to the community for a completely **FREE MEAL!!!** However, we do accept donations, all of which are given to a child or family in need from our community, or the surrounding area.

This year we have chosen the Nash family. Mrs. Kelli Nash, husband Perry Nash, and her family are from Mineola, Texas. They attend Sand Spring Baptist Church. They have 7 children (Jacob, 13, Aaron, 3, Amelia, 11, Austin, 14, Victoria, 25, Thomas, 10, and Landon, 8) and will greatly appreciate the help. This year Mrs. Nash caught the flu, which flared up the Ulcerative Colitis in her colon. Mrs. Nash was in the hospital for 6 weeks and got down to 100 pounds. She is now in remission, but her and her family are dealing with the mounting medical bills.

**Please come out and support the Nash Family!**

**Dinner is served from 11 AM to 2:30 PM on  
Thanksgiving Day, with a prayer at 10:45!**

**Volunteers are welcomed and appreciated!**

*To volunteer or donate, please contact us at 903-913-4514, via  
Facebook, or e-mail at richiesbytheseas@outlook.com*

## Richie's By The Sea

204 N Green St | Grand Saline, TX 75140

**(903) 913-4513**

**Hours of Operation:**

**Tuesday-Friday 10:30 am-9 pm | Saturday 7 am-9:30 pm**

**Sunday 7 am-9pm | Closed Mondays.**

**WE ARE OPEN THANKSGIVING DAY FOR THE BENEFIT ONLY.**

*(Free buffet with traditional Thanksgiving food)*

**Closed Black Friday**

**Close at 2 pm on December 23**

**Will reopen on December 27 with normal business hours.**

## Go with Local Gift Cards

A gift card to a massive box store? We think you can do better than that. A gift card to a local exotic pet store? Now we're talking.



Gift cards are becoming the go-to holiday present for shoppers everywhere. The National Retail Federation says nearly \$30 billion will be shelled out for Christmas presents this year.

Gift cards are simple, easily available and allow your recipient to buy something he or she actually wants.

They can also be extremely thoughtful if you put some energy into buying one.

### KNOW YOUR RECIPIENT

If you're considering buying some gift cards as Christmas presents this year, it's important to know the tastes of who you're buying for.

Does your recipient have a favorite local music shop or furniture store? Then this will be easy! If you're not sure where he or she likes to shop locally, consider their hobbies and interests.

Golf shops, restaurants, pet stores, gun smiths – there are numerous locally owned businesses to help you find the perfect gift card for any kind of person on your list.

### PERFECT FOR DECORATIONS

Maybe you're considering buying some decorative pieces for your friend's home or office, but you're not quite sure if they'll like what you have in mind. Get them a gift card!

You can find local boutiques, florists and specialty shops with a plethora of decorative options for the home – and ones your friend can pick out herself.

### MATCH IT WITH OTHER GIFTS

Versatility is one of the signature advantages of going with a gift card for your friends and family members. Let's say you have an animal-lover in your family and are thinking of buying him a fish tank. You can purchase the tank from your local pet shop and add on a gift card for your recipient to pick out his own fish.

The same concept can apply for any coffee fanatics. Select a new coffee maker from your local coffee store and load a gift card with \$20 for your friend to buy her favorite kinds.

Recipients love this because it feels like the gift that keeps on giving. Small business owners love it because it's like two transactions and it brings more traffic back into their store.



# Save Money

**S**hopping locally, you tend to buy just what you need. This helps cut down on the clutter – and the wrapping – once you get home, but also lessens the impact on your wallet.

Keeping local owners in business also fosters a competitive entrepreneurial landscape that will in the long run improve quality while decreasing costs.

As local businesses grow, so grows their ability to create more products and improve their service, all at a lower expense to the consumer.

## NO GIMMICKS

Local shops are focused less on the mega deals and buy-one, get-one promotions that actually can cost you more in the long run. But this doesn't mean they aren't in the business of giving deals.

Many local shops provide discounts to those who live nearby, helping you save money instead of paying more in tourist taxes that some out-of-town establishments may charge.

Some local businesses boast price-matching programs, as well. Ask your local owners if they are willing to match deals you find at other businesses. Their answer may surprise you – and help you save money.

## SMALL BUSINESS SATURDAY

Spearheaded by American Express in 2010, Small Business Saturday has rapidly entrenched itself into the holiday shopping tradition landscape.

The nationally recognized movement to celebrate and shop small businesses was created as a counterpart to Black Friday and Cyber Monday and has quickly gained progressive traction.

Last year, more than 100 million shoppers supported the initiative, which features discounts, giveaways and promotions from some participating establishments. This year's event is slated for Saturday, Nov. 30.

## NO PRESSURE

You aren't likely to find quota-driven salespeople around every corner at your local independent business.

Less dependent on the one-time sale, small business owners are more concerned about providing you with positive shopping experiences because they depend on your repeat business to keep their doors open.

And unlike Christmas shopping at crowded out-of-town malls, you are more likely to receive one-on-one attention at local shops. So fill out that customer feedback card and complete that online questionnaire. Your opinions can make a long-term impact on local businesses.





# Slow Down

**T**is the season to be jolly, not stressed, frenzied, or road-raged. Trade in the hustle and bustle of long car rides and over-packed malls for a relaxing stroll through your favorite downtown business.

The benefits of slowing things down over the holidays can improve your health, well-being, and overall mood, especially when schedules are at their fullest.

The less time you spend traveling great distances and drudging through hoards of shoppers, the more time you will be able to enjoy with your family around the fireplace.

So maybe it's time to focus less on leaving the area and take advantage of the calming convenience of shopping local.

## TAKE IT EASY

Do you really want to spend multiple hours of your weekend inside a car? How about standing in long lines waiting for a harried cashier to ring up your order?

Local businesses won't delay your service or make it seemingly impossible to find a parking spot. There won't be any fights for shopping carts or that under-produced product, either.

Instead, local businesses offer a more laid-back experience centered on quality customer service and friendly conversations.

Local owners are invested in creating positive, memorable experiences for all customers, and this means fostering low-stress, no-hassle shopping environments.

## WALK, DON'T DRIVE

Staying in the area for your Christmas shopping could be good for both your wallet and your waistline.

If you live close enough to local businesses – and if you don't mind the chilly weather – walk or ride your bike to the store. The central locations of downtown businesses helps provide a hub of shopping activity that requires only a short stroll down the sidewalk to shop door-to-door.

Mixing in a little physical activity as opposed to spending hours in your car or extended periods of time on escalators, will aid in burning calories and improving your overall health.

And better health is a gift we all deserve.

