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2018 LEGACY BUSINESS OF THE YEAR

Small Business Saturday



Look inside for :

Deals | Info on local businesses | & More!

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Shop Local Fast Facts

Shopping local has become on trend thanks in large part to nationwide marketing campaigns. In fact, Small Business Saturday has become a shopping holiday in its own right — and fares well against its more big-box competitors Black Friday and Cyber Monday.

This is what it means to shop local in the United States.

Small Business Saturday

- Small Business Saturday started in 2010. That year, the event was sponsored and promoted by American Express to encourage the growth of small businesses.

- Small Business Saturday took a dip in 2017, both in foot traffic and in overall

dollars spent. The shopping holiday saw 108 million shoppers who spent approximately \$12.9 billion, which according to the National Federation of Independent Business and American Express, is 4 million shoppers and more than \$3 billion less than the year before.

- The state-by-state breakdown of the day shows that a majority of participation was through restaurants and bars, with 41

percent of people dining local. This was followed by purchases of clothing and accessories from small businesses (24 percent), grocery stores (23 percent) and then coffee shops (22 percent).



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See more FAST FACTS | 18








THANK YOU FOR SHOPPING LOCAL

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The Gift that Keeps on Giving

Shopping local is the ultimate gift you can give your community and it is an incredibly patriotic act. By shopping local, you keep your money local, investing in the place that invests in you.

Read on for some inspiring reasons to shop local.

You Make Your Town the Place to Be

Local shops and businesses are what give a town its flavor. By spending money in local shops — especially those that support local makers — you are making a statement that you appreciate those trades and would like to see them remain in the area. Supporting those businesses can even attract more people to your area. Towns and cities with vibrant downtown areas are hot spots during the shopping season, resulting in more revenue for

many related businesses, organizations and tourism bureaus.

You Help Shape Your Community

A community's small businesses are what give a town or city its heart; these are places that help shape your town's character and personal brand. Locally owned businesses tend to stock the items and products that they know will sell well. By purchasing from small businesses, you are helping to dictate the items they sell, as well as their overall success in the community.

You Support Your Neighbors

Well, maybe not technically your neighbors, but definitely others who live in your area. Not only do small businesses account for more than 99 percent of all the business in the country (that is a lot of jobs), but they support and give to local programs. One of the most popular ways small businesses give back is through sponsoring little league teams and major community events. And shopping local doesn't stop at purchasing gifts. Consider shopping local with your groceries or opening up a savings account at a local bank to save for your Christmas shopping all year round.

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Gifting Hand-Crafted

A handmade gift can add a special note of thought to a gift. But remember to think outside the box. Shopping local can actually allow you to achieve the best of both worlds: Gifting an item that is unique and handmade while also saving yourself the time and stress of creating something yourself.

And let's face it, not all of us were blessed with a crafty gene or skilled artisan hands. This is why local markets exist.

Visit a Local Bakery

Hand-crafted is not limited to wares. For those on your list who prefer a minimalist lifestyle (or have everything), consider a consumable gift. Local bakeries go into overdrive during the holiday season, producing many delicious treats. Consumable gifts are a great way to show someone you care. One of the great things about local bakeries is that they take advantage of the high store traffic, and often produce specialty items only available during the holiday. Homemade marshmallows and cocoa-dusted truffles will make any friend feel loved.

A Gift with a Story

Don't hesitate to strike up a conversation with the shop owner. Because local businesses have a vested interest in their own success, they take special care with the items they stock and often know how things are produced. If you find your intended gift has a story, share it. For an added touch of thoughtfulness, choose



a piece of fine stationery and write the item's story down. Include the note with the gift.

Online Platforms

Many online forums serve as communities of small-businesses selling handcrafted wares, many of which who work out of their homes. While this may not necessarily be shopping local in the traditional way, it is most definitely shopping small.

(You also can probably find local sellers on these platforms.)

It is important to support small businesses because most are family-run. A majority of these businesses are so small they need to keep their overhead low, which means no brick and mortar building. By purchasing items from these shops, you are helping someone else's dream grow and gaining a handmade gift in the process.

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Friday, November 30 3-7 pm
 Saturday, December 1 11 am-3 pm
 at the Old-Fashioned Holiday Market
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\$5 Per Person

All proceeds will benefit
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FRIDAY 3-7 PM \$5 PER PERSON SATURDAY 11 AM-3 PM

Presented by Former Miss Pennsylvania Outstanding Teen 2017 Madison Dompkosky
All proceeds will benefit CASA of Luzerne County and Wyoming Valley Children's Association

**FOR MORE INFORMATION, CONTACT SPECIAL EVENTS COORDINATOR
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Plan Your Holiday Meal

You've consulted your cookbooks and perhaps the experts at Food Network, and planned your holiday meal. It is now time to start shopping for the bounty. Instead of heading to your local big-box grocery store, consider spreading the joy.

Groceries are an often-overlooked aspect of shopping local, and one that can make a big difference not only to a small business, but to your holiday meal as well.

Make a List, Check it Twice

Purchasing items from different shops comes with the territory when it comes to food. The best place for produce may be different than the best shop for meats or bread, unless you have a co-op at your convenience. Arrange your lists by location. This will help keep you organized and not forget any essential item.

Scout Local Farms

If you are looking for a holiday bird to be the centerpiece of your meal, look around for local farms. Many local farms have a stand at a farmers market or will advertise through local channels. This is a great way to get a turkey, for example, that is very fresh and most likely been raised cage-free.

Visit a Farmers Market

Depending on your climate, you may have an operating farmers market available to you year round. Fall and early winter months just happen to be prime time for root vegetables. Even if you live in a cooler climate, many open markets try and stay open as late as possible to help people with their holiday shopping.

Support Your Local Bakery

Take some pressure off yourself and let someone else handle the desserts. Local bakeries will have plenty to choose from. Just be sure to call and pre-order. Unless you place your order ahead of time, bakeries may not be able to guarantee their selection by the time you arrive.



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FAST FACTS Cont. from 04

Shopping Small

- You may have already heard more mainstream statistics regarding your dollars (such as when you spend \$100 at a local business, approximately \$68 stays in the local economy, rather than just the \$43 if you would spend that same money at a big-box store.). But did you also know that small businesses accounted for more than half the jobs that have been created in the last decade?

- Additionally, small busi-



nesses donate 250 percent more than corporate businesses to non-profits and to community-based causes, according to the Seattle Good Business Network.

- While some shoppers won't purchase items directly on Shop Small Saturday, the shopping holiday has definitely increased small business awareness. People have begun to shop small on other days and more consistently throughout the year.



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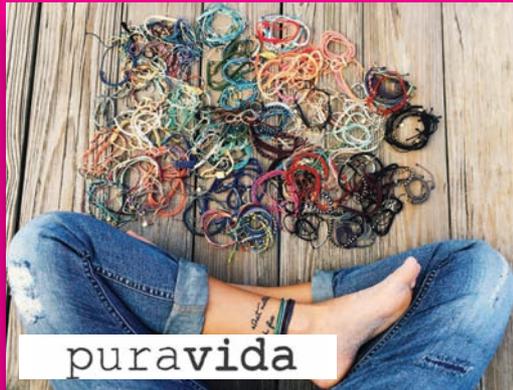
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Shop for Local Angels

The holidays are a wonderful time for most of us to be grateful for what we have. The Salvation Army's Holiday Angel Tree Program is a great way for many to give back and be even more happy with what we have.



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By shopping for an angel is not only an opportunity to purchase items from small businesses, but to support a child in your own community. In the words of the Salvation Army, "Because of you, a child in need experiences the miracle of Christmas."

About the Program

Each Salvation Army Corps has their own process for signing up and qualifying for the Angel Tree program, but all Angel Tree gifts are given to children from infancy through 18 years of age, whose

families are in need of extra assistance around the holidays. The program serves thousands of children every year.

How to Adopt an Angel

Find an Angel Tree in your area. Most shopping malls host one, but if you are unsure of where to start, the Salvation Army keeps a list of locations on their website you can consult. Each tag on the tree lists a child's name, their age, their gender and a wish lists of items. You can choose any tag you like, using the wish list to guide you as you shop. Then return

unwrapped gifts with the tag to the tree.

Make It A Tradition

Shopping for gifts is an exciting activity and is bound to generate extra zest for the holiday season. Every year, bring another friend along. Have the kids in your group choose an angel who is around their age, and enlist their help in choosing items to gift. Let them know that all of the angels listed on the tree are kids in their community. Help the younger members understand that Santa comes in all forms, and by giving what you can, you become Santa to someone else.



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NOV 24

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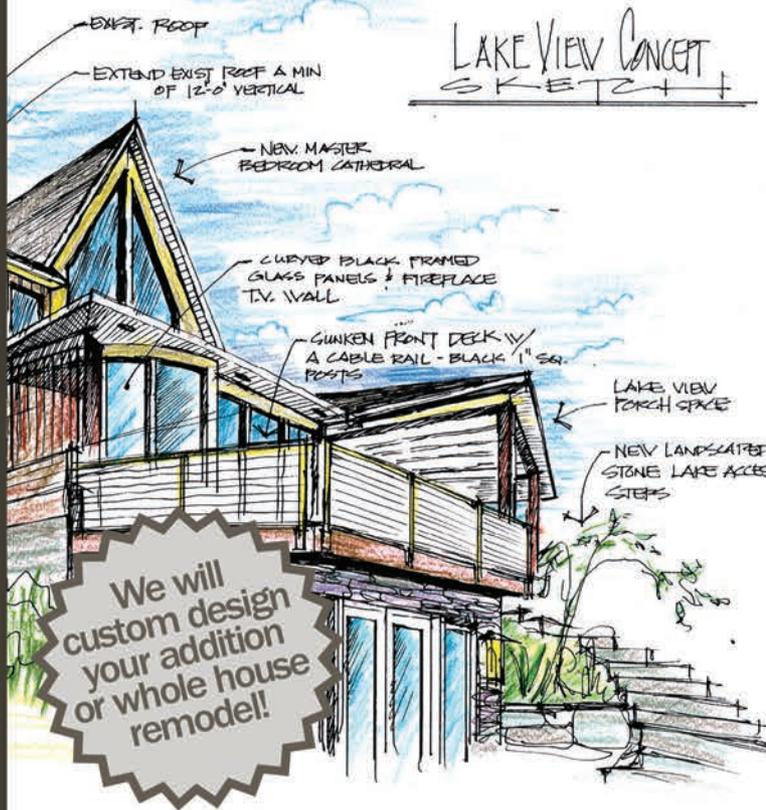
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Saturday, Nov. 24th, 2018

Special Sale Hours Sat. 10-6

20% OFF
most purchases

*some exclusions apply

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Tues & Wed. 10-6; Thurs & Fri. 10-7; Sat. 12-6; Sun. 12-5



Downtown Wilkes-Barre *Holiday* Pop-Up Shops

Friday's, Saturday's and Sunday's

November 24- December 23

Midtown Village 41 South Main street, Wilkes-Barre

Week 1: Small Business Saturday & Grand Opening

Saturday, November 24: 10:00 AM - 6:00 PM

Sunday, November 25: 12:00 PM - 4:00 PM

Week 2: Deck Your Halls Theme – Décor and Seasonal

Friday, November 30: 10:00 AM - 6:00 PM

Saturday, December 1: 10:00 AM - 6:00 PM

Sunday, December 2: 12:00 PM - 4:00 PM

Week 3: Sparkles & Spirits

Friday, December 7: 10:00 AM - 6:00 PM

Saturday, December 8: 10:00 AM - 6:00 PM

Sunday, December 9: 12:00 PM - 4:00 PM

Week 4: Christmas Candyland

Friday, December 14: 10:00 AM - 6:00 PM

Saturday, December 15: 10:00 AM - 6:00 PM

Sunday, December 16: 12:00 PM - 4:00 PM

Week 5: 'Twas the Weekend Before Christmas

Friday, December 21: 10:00 AM - 6:00 PM

Saturday, December 22: 10:00 AM - 6:00 PM

Sunday, December 23: 12:00 PM - 4:00 PM

Please visit our website for more details

www.downtownwilkes-barre.org

Small Business Saturday

20% OFF All Full-Price In-Stock Items
One Day Only! Saturday, Nov. 24

Customer Appreciation Sale



Z6743-52



Z6743-45



Z6743-00

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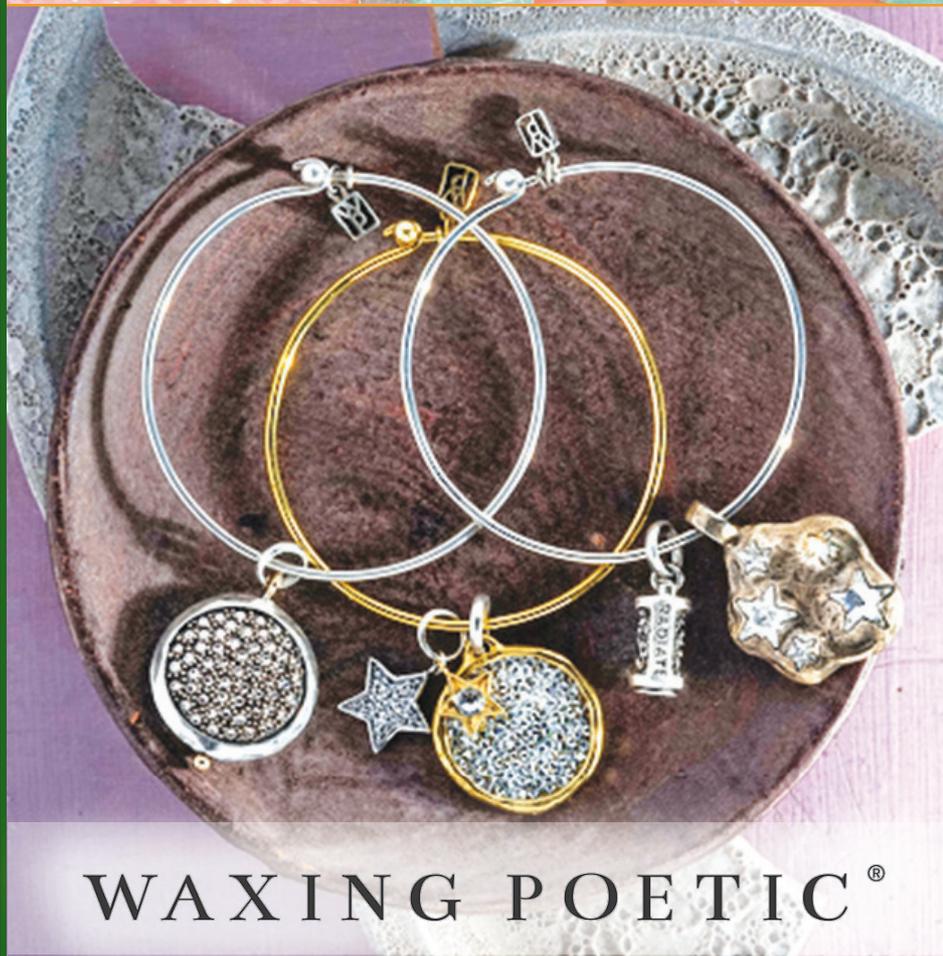
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GivingTuesday has become a movement that celebrates the act of giving. While the campaign promotes charitable acts and other philanthropy throughout the year, it culminates on the first Tuesday following Thanksgiving.

If you decide to participate this year, consider giving your time or money to a local need.

The History

Many noted days now follow the holiday of Thanksgiving. The big day itself is followed by Black Friday, one of the biggest shopping days of the year. After this is Shop Small Saturday, Cyber Monday and then Giving Tuesday.

Giving Tuesday was created in 2012 by the United Nations Foundation and the 92nd Street Y — marketed for that year's Thanksgiving holiday. The intention of the

holiday was to mark a day for celebrating the generosity of giving.

By The Numbers

If people enjoy spending money, they also enjoy giving it. Here is GivingTuesday in 2017, by the numbers:

- 2.5 million online gifts were given for more than \$300 million in monetary value.
- More than 150 countries participated in the campaign, along with more than 120 community coalitions.
- The social media impression of the campaign reached 21.7 billion. That's

right, billion.

Turning Giving Tuesday into a Local Affair

While there are many worthy national campaigns and foundations performing great work, there is something to be said for providing charitable acts in your hometown. Support a local charity or find a local chapter of a larger foundation you admire. Also keep in mind that not all giving has to be monetary. If you're strapped for cash, there are many causes that would appreciate your time — even if it's only for a few hours.

Old Fashioned Style
Primo Hoagies

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WILKES BARRE, PA • (570) 822-7000**
Monday-Saturday 10-8 Sunday 10:30-8
ONLINE ORDERING www.primohoagies.com

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Make it a Primo Party!

Hoagie Trays, Italian Samplers, Pepperoni & Cheese, Cheese, and Cookie Platters, Potato Salad, Macaroni Salad, Pasta Salads, Olive Salads, Coleslaw & a large variety of other Gourmet Sides.

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* NOT VALID WITH ANY OTHER OFFER.



\$10 OFF

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(570) 822-7000**

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* NOT VALID WITH ANY OTHER OFFER.



JANE LESLIE & CO.
*Thanksgiving Weekend
Extravaganza*



20% Sale

*Refreshments & Free
Canapé Set with
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Going on now through December 23rd • One per customer



**ONLY
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**WE WILL MATCH
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JOIN US THANKSGIVING • NOV. 22, 2018 • 12PM-7PM

Adults - \$12.99 • Ages - 7 to 10 \$6.99 • Ages - 3 to 6 \$4.99



**Turkey • Steak • Ham • Mashed Potatoes • Stuffing
Gravy • Cranberry Sauce • Hot Apple Pie**

Regular buffet items and beverages included

No reservations. First come first serve.

Lunch: Monday-Saturday 11:00AM - 3:30PM

Dinner: Mon.-Thurs. 3:30PM-9:00PM • Fri.-Sat. 3:30PM-10:00 PM

Sunday 11:00AM-9:00PM

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PERFECT FOR STOCKING STUFFERS



BUY FIVE \$10.00 GIFT CERTIFICATES FOR \$25.00*

**THANKSGIVING DAY 5:00PM-11:00PM
BLACK FRIDAY NOON-10:00PM**

November 22nd & 23rd, 2018 • In store purchase only

*No Limit. \$10 Gift Certificates must be purchased in quantities of 5

FREE 4oz

with unlimited toppings with the purchase of a 4oz or larger size.



One per customer. Cannot be combined with any other offers. Exp.12/31/18

FREE 8oz

with unlimited toppings with the purchase of a 8oz or larger size.



Mondays only. Cannot be combined with any other offers. Exp.12/31/18

FREE 12oz

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Tuesdays only. Excludes VIP rolls. Can't be combined with any other offers. Exp.12/31/18

FREE 16oz

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F.M. Kirby Center celebrates Small Business Saturday

Saturday, November 24, 10:00am - 5:00pm

Holiday Art Market

Featuring Inspired Slacker Artworks, Jason Riedmiller Photography, Knotty Nikki, Nancy Turner/Turnergraphics, Positively Negative Photography, a children's ornament making station, and coloring sheets.

Entertainment

Holiday Storytime, Christmas Carol Sing-a-Long, Tree Lighting
and a visit from Santa! - 1:00pm

Miracle on 34th Street

(1947) NR, 96 min - 2:00pm - \$3.00

Box Office

15% off participating performances

Families Help Power Communities

When it's all in the family, it's good for your community.

Family-owned businesses play an enormous role in the U.S. economy, providing jobs and contributing to GDP. They also play a large role in local communities, with families putting their names behind products and services on which you and your neighbors can rely.

To get a sense of how important these businesses are to the nation's economy, check out these statistics from the Score Association.

- Family-owned businesses employ 60 percent of the United States workforce while creating 78 percent of all new jobs.
- 1.2 million family-owned small businesses are run by a husband and wife team; employment numbers range from two to thousands of people.
- 19 percent of the 28.8 million small businesses in the United States are family owned.

Family Farms

Family-owned farms “remain the backbone of the agriculture industry,” with 97 percent of all U.S. farms being family owned, according to the U.S. Department of Agriculture's National Agricultural Sta-



© ADOBE STOCK

tistics Service reports in 2015.

Of those roughly 2.1 million farms, about 88 percent are small farms, and 58 percent of direct-to-consumer sales are made by small family farms.

So how can you show your support? Patronizing farmers markets and roadside produce stands and buying direct from the farm are all great ways to get involved.

Buying at the farm also ensures that you can see where and how the food was grown.

In It Together

Many family-owned businesses are locally owned. The entire community has some-

thing to gain when local businesses succeed. More of your money stays local, the business contributes jobs to the local economy and often profits are re-invested locally.

Unique Advantages

A family-owned business can provide an intimate level of service that other businesses just can't match. Because family-owned businesses tend to be passed down from generation to generation, chances are good that when you patronize, for example, your local

butcher shop, you'll be dealing with the same family time and again. That kind of familiarity between business and customer often makes for unparalleled service.

Show Your Support

Given all that family-owned businesses offer, how can you show you appreciate their efforts? You don't have to look far to find an opportunity. Consider all the goods and services you buy on a daily, weekly, monthly or annual basis. Are those businesses family owned? If not, check your local newspaper advertisements or take a walk down Main Street to discover family-owned enterprises you can support.



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FREE DINNER

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(Must show ID to receive meal)

\$10.00 OFF

Your Purchase of \$50 or more

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\$20.95

Per Person

**THURSDAY AND SUNDAY
HALF OFF SUSHI**

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Promoting Your Business

Shop Small Saturday is a national campaign and one of the most influential in encouraging consumers to spend their dollars locally or to support small businesses. A crucial element of these campaigns is for small business owners to join in to provide their unique voice to the marketing.

If you own a small business, you should be performing all of the following 10 small business marketing basics — some of which take less than five minutes.

1. Like the Small Business Saturday page on Facebook. You might be surprised how much online traffic this will bring your business.
2. Check to be sure your business is listed on Google+ Local. This is free, and again, will bring a lot of attention to your business through a passive marketing channel.
3. Be an example. You should also be supporting local businesses and be seen doing so.
4. Join forces with other businesses. There is power in numbers, so use this to your benefit. Perhaps you could create a discount system where, if a customer shops at one local business, they earn a small discount at another.
5. Be creative with promotions. Often a small giveaway will get people in the door, and once they are there, they won't be able to resist looking around.
6. Make customers feel special. Don't bombard them as soon as they walk through the door, but find a way to show you notice them and appreciate them stopping by.



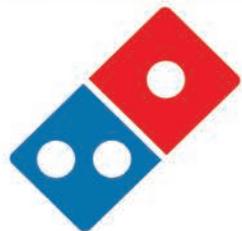
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7. Post often on your business' social media accounts. You should always strive to stay in people's feeds and in front of their eyes.
8. Connect with customers. If a particular item a customer is holding has a story, be sure to let them know.
9. Participate in local events. This includes ribbon cuttings and town festivals. When people start associating your face with your business, you become a walking, breathing advertisement.
10. Give back. This could even mean sponsoring a summer league team. You may be hesitant to provide 30 uniforms, but with your name on the back, people will be seeing your business at every game all season long.



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PICK 3 DEAL

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CHOOSE ANY 3 OR MORE ITEMS

Must order Three or more items from any list. Single item purchase at menu price. Handmade Pan and Premium Toppings Extra. Delivery charge applies. Limited Time Offer.

Order at DOMINOS.COM



CHOICE ITEMS

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- Any Specialty Chicken
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- Stuffed Cheesy Bread
- 8pc. Bread Twists
- 32pc. Parm Bites
- 9pc. Marbled Cookie Brownies
- Any Domino's Salad
- 8pc. Boneless Chicken*

\$5.99 EACH

PREMIUM ITEMS

- Any Domino's Bread Bowl Pasta
- 2-Topping Gluten Free Crust
- Large 1-Topping Pizza
- 1-Topping Handmade Pan Pizza

\$7.99 EACH

PRIME ITEMS

- 14pc. Boneless Chicken*
 - Any Medium Specialty Pizza
- LARGE SPECIALTY PIZZA just \$11.99!**

\$9.99 EACH

*Upgrade boneless to bone-in chicken wings for \$0.50 for 8pc or \$1.00 for 14pc.

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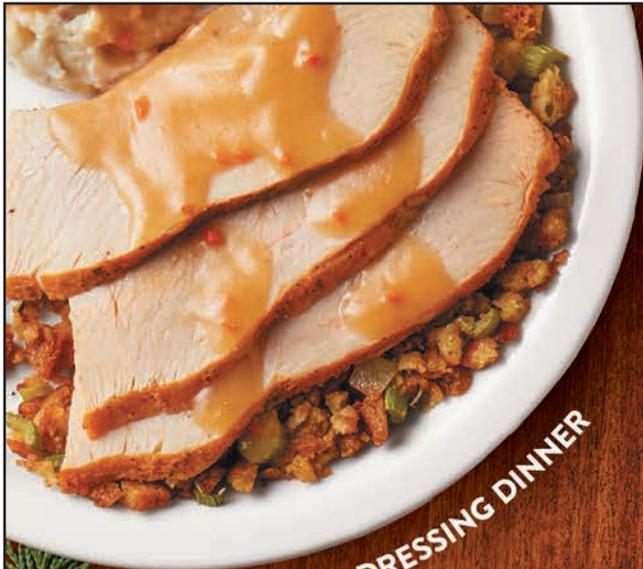
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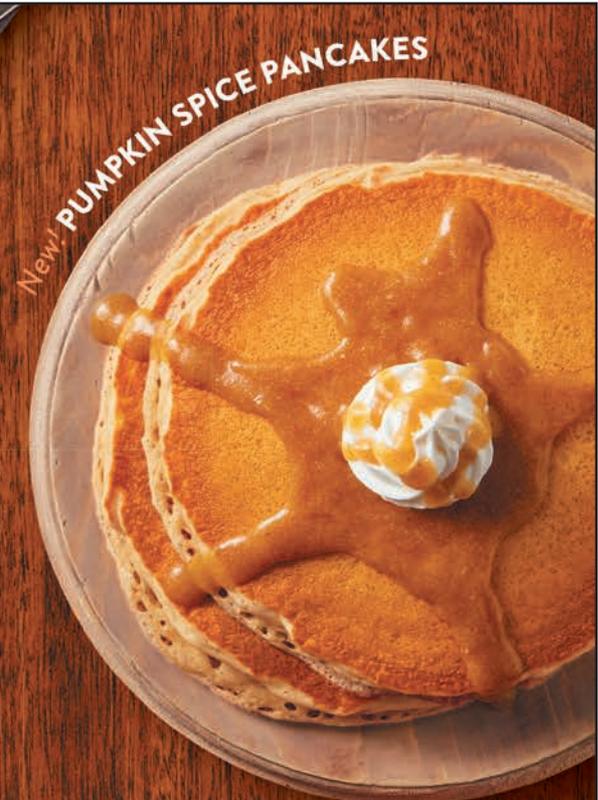
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WITH THE PURCHASE OF TWO BREAKFAST SLAMS

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\$5.00 OFF

ANY CHECK OF \$15 OR MORE

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(With a 12 month commitment • Offer expires December 15, 2018)

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CLASS SCHEDULE

<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Saturday</u>
8:20-Pat's Pump	9:00-Long & Lean	8:20-Pat's Pump	9:00-Long & Lean	8:20-Pat's Pump	8:00-Chisel
8:30-Spin Class	Karen	8:30-Spin Class	Karen	8:30-Spin Class	Lisa/Stacey
Meghan	4:30-Chisel	Lisa	11:00-Silver Sneakers	Lisa	9:00-Brazilian Fit
9:30-Chisel	Lisa	9:30-Chisel	Mary		Melissa
Meghan/Theresa	5:30-Barre Above	Lisa	4:30-Chisel		9:00-Spin Class
11:00-Silver Sneakers	Maria	4:30-Pat's Pump	Lisa		Stacey/Maureen
Mary	5:30-Spin Class	4:30-Spin Class	6:00-Spin Class		10:00-Zumba
4:30-Pat's Pump	Theresa	Maureen	Adrianna		Joy
4:30- HOT Spin	6:30-Brazilian Fit	5:30-Spin Class			<u>Sunday</u>
Lisa	Melissa	Stacey			9:30-Spin Class
5:30-Spin Class		6:00-Bootcamp			Stacey/Theresa
Stacey		Becky			
6:00-Power Hour					
Becky					

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Expires 12/31/18

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