

From: Main Street Monday - U.S. Chamber of Commerce <mainstreetmonday@uschamber.com>  
To: Kevin L. BryantKevinBryant@scstatehouse.gov  
Date: 11/19/2018 4:17:33 PM  
Subject: Small Business Saturday, Health Plans, Cranberry Sauce and more...

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## **“The best thing to happen to Thanksgiving since Thanksgiving.”**

That’s what Daniel DeMiglio, the owner of Norwood, New-Jersey restaurant Callahan's, says about his late creation: The Thanksgiving burger. This "Feast Beast" packs breaded-and-fried turkey and sage bread stuffing a sourdough roll along with mashed potatoes, gravy and cranberry sauce. And if that isn’t enough to fill you DeMiglio throws in a side of pecan pie fries: fried sweet potatoes swathed in the chef's pecan pie mixture

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As we all prepare to indulge in a couple (maybe two or three) plates this Thanksgiving take a moment to consider what entrepreneurs are doing to make food better, tastier, more efficient. Restaurants growing produce on their countertops. Producing more for lower prices. These are just a [few of the innovations happening in the world's oldest sector: food!](#)

**1. Small Business Saturday is nigh!** Celebrated on the Saturday after Thanksgiving (November 24), [Small Business Saturday helps raise awareness and support for the small businesses that enrich communities nationwide.](#) Help get your community excited to participate in Small Business Saturday by planning events and activities for the day. [Click here to find out more.](#)

**2. More bad news on trade:** There are new reports of the trade war still wreaking havoc on small businesses [from Indiana to South Carolina and Boise, Idaho.](#) [Click here to learn more about the latest tariffs and hear voices from every state across the country.](#)

**3. A primer on Association Health Plans:** Earlier this year, the Trump administration issued a new rule [expanding what are known as Association Health Plans \(AHPs\),](#) which will allow small businesses to offer their employees the same type of coverage as large companies. [Here's an important update on the all-important issue.](#)

**4. It took a 22,000-mile journey:** Bored in his 9-5 gig he packed up an RV and hit the road on a six-month journey. When it was over [he felt compelled and inspired to create a business](#) that “would treat employees and customers the way we want to be treated.”

**5. Diversity and the bottom line:** Increasingly, the business case [for inclusion in the workplace is resounding.](#)

**6. The new boomtowns:** Explore why [more people are relocating to "secondary" cities](#)

**7. Just get a dog already:** Want to be a great CEO? According to a new survey, [an astounding 93% of the C-suite executives surveyed grew up with a pet](#), and 78% part attribute their career success in part to owning a pet as a child.

**Bonus:** Bring your parents to work day [is a thing?](#)

**...And one more:** Chocolate chip cookies feel timeless, but they were the product of an entrepreneur. [Check out the fascinating history of this blessed treat.](#)

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**3 Q's** with **Funlayo Alabi**, co-founder [Shea Radiance](#) in Ellicott City,

**Q:** What gets you up in the morning?

**A:** My middle schooler. I have to make sure he eats breakfast and brushes his teeth before we are out the door.

**Q:** What words of advice do you have for the small business community?

**A:** Our business is a gift to the community and world, so remember that the work you doing is important. Do whatever you can today, to move forward tomorrow.

**Q:** What song gets you pumped up?

**A:** Quite a few, but my favorite is a Nigerian worship song by [Nathaniel Bassey](#) called “[Onise Iyanu](#),” which means God of Awesome Wonders.

You can find **Shea Radiance** [here](#), [Twitter](#), [Youtube](#) and on [Facebook](#).

P.S. We'd love to feature your small business too! Hit us up at [MainStreetMonday@uschamber](mailto:MainStreetMonday@uschamber)

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**1. DOMINATE Small Business Saturday:** As Small Business Saturday heads into its ninth year, small businesses are gearing up to draw in new and existing customers all and encourage those customers to #ShopSmall. How can your storefront stand out? [Prepared now with these four tips.](#)

**2. Masterclass:** If you couldn't make it to the 2018 final Small Business Masterclass in Phoenix, AZ, [we are bringing the class to you. Check out the replay video right here.](#)

**3. Why you can't afford to have unhappy employees:** With a record low unemployment rate, competing for great workers is getting harder and harder. [Here are three ways to attract and keep happy small-business employees.](#) And stay tuned for the Small Business Index, released on November 28, highlighting how fellow small business owners are handling workforce shortages.

**4. Facebook hacks:** Facebook marketing has become essential for a broad swath of businesses. [Here are five tips and tricks on how to do it right.](#)

**5. Bootstrapping vs. equity?** Your financing decisions will go a long way in determining the success of your brand (not to mention your happiness as a business owner). Here's what [entrepreneurs should never forget about deciding when to bootstrap your business and when to seek outside financing.](#)

**6. Cash flow:** For a small business owner, performing a cash flow analysis regularly is essential for success. After all, running short of cash is one of the most common causes of small business failure. [Learn the basics of cash flow analysis and why it is important.](#)

**6. Can't afford mega influencers?** First there were the influencers, and then the microinfluencers. Now, [for those on a budget, meet the nanoinfluencers \(which is now a thing\).](#)

**Bonus:** Check this out, in case you are still on the fence about [mobile advertising, or building that app.](#)

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It's a quiet week in the nation's capital, so instead, we would like to take a moment to simply say thank you. To every small business owner across the country, we appreciate everything you've done and continue to do every day—and we thank you for somehow finding the time in your busy schedule for Main Street Monday, too.

At the U.S. Chamber, we believe that creating a job is the single greatest way to support families, our communities across the country, and our economy. Thank you!

From all of us at the U.S. Chamber, warmest wishes this holiday season.

What did we miss? Don't be shy. Let us know at [MainStreetMonday@uschamber.com](mailto:MainStreetMonday@uschamber.com)

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Entrepreneurs founded **34,000 tech firms** in 2019 alone. [And that's a good thing.](#)

Digital technology remains a powerful force in providing a virtual landscape in which anyone regardless of their color, sex, background, qualifications or finances can achieve self-improvement and stake a claim in their part of American Dream. Check out what digital technology [means for our economy.](#)

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Have your own hot tips, stories or thoughts to share? Reaching out is super easy! We're at [MainStreetMonday@uschamber.com](mailto:MainStreetMonday@uschamber.com). We can't wait to hear from you.

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