

From: Main Street Monday - U.S. Chamber of Commerce <mainstreetmonday@uschamber.com>
To: Kevin L. BryantKevinBryant@scstatehouse.gov
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Subject: The Santa Business, Ghosting Employees, Trade and more...

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“It's a calling.”

Rick Rosenthal, 66, has turned playing Santa into a year-round business. Between dressing up himself, acting as a booking agent for other Santas, Mrs. Clauses and elves around the country, and running one of the largest Santa schools in the country, he's never been busier. What keeps Rosenthal coming back year after year is the child. “It is not a job, it's a calling,” he says.

It can be hard to work on a farm [when you don't have access or can't afford to own the right equipment](#), says Washington D.C.-based entrepreneur Jehiel Oliver. That's why he founded Hello Tractor, hailed the "Uber for tractors," designed to help farm laborers. Check out his innovative story.

1. The trade war's casualties: The trade war between the United States and China has roiled global stock markets and raised fears of an economic slowdown [is now weighing on small businesses](#). For many, their bottom lines take a hit every time new tariffs are announced. [Here's what you need to know about tariffs](#).

2. Brexit: If you thought U.S. businesses didn't have to think about Brexit, think again. Here's our quick take on [why the U.K.'s squabbles matter for the American business community](#).

3. The power of subscriptions: Recurring payment models have changed the way that Americans consume software, movies, clothing, food, and even shoe shines. [Check out this fascinating story detailing the wave that has extended to businesses of all shapes and sizes](#).

4. Why inclusion sells: The days of brands just marketing to generically affluent and privileged customers are slipping away. Check out [why businesses are embracing inclusion like never before \(and why you should too\)](#).

5. Solving problems: How one bike-sharing company [used behavioral economics, competition, and community to solve one of its most vexing problems](#).

6. Ghosting: Workers are [ghosting their employers like bad dates](#). Let us know [what they are doing to keep your employees happy](#).

7. If you build it they will come: Here's an interesting take on [why workforce](#)

development may be the key to solving talent acquisition issues.

Bonus: 2018 wasn't always fun, but the year [did feature these four great things](#).

3 Q's with Craig Lambert, owner of [Creature Comforts Veterinary Res and Suite](#) in Inman, SC

Q: What gets you up in the morning?

A: The unknown. The challenge. Learning something new. Books, podcasts, and conversations. I love the idea of being a valuable, enjoyable part of someone's day. Our business is emotional. Sometimes we see new puppies. Other times, we try and split someone's sorrow as their pet is near death. We rejoice on their much-earned trip to Hawaii and we mourn as they travel to tend to a sick loved one or bury someone. We try to impact people's lives in a positive way doing what we love.

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

A: Sometimes the tasks ahead seem insurmountable. My wife (who does not say much but when she does it is invaluable) told me as we were aggressively planning to open our first business that I was trying to skip steps or worrying about getting further than I had at the moment. She said, "You are trying to go from C to G and all you have to do is go to D." It was profound and took some pressure off. I would also say, die without regrets. For most entrepreneurs, and people in general, there is a tremendous fear of failure. Not acting on the dreams you have is failing. Moving ahead in a calculated, determined fashion is the greatest feeling of success regardless of the outcome of the business or if it is even viable to start. Just try it! Lastly, those that love you often operate out of fear and not faith. They do not want to see you hurt. That is natural. That does not mean their advice is correct. Seek wise counsel.

Q: What song gets you pumped up?

A: It is hard to beat a little Bachman, Turner Overdrive, "[Taking Care of Business](#)" at 100 volumes.

You can find **Creature Comforts** [here](#), on [Youtube](#), and on [Facebook](#).

P.S. We'd love to feature your small business too! Hit us up at MainStreetMonday@uschamber

- 1. Let's get digital:** Nearly half of small and medium businesses plan to transform the business to operate in a digital future. But what that looks like is different for every business. [Here are some things to think about regarding the future of your business.](#)
 - 2. Impeccable customer service:** How you treat customers can never be taken for granted and can be a great differentiator in any market. [Here's a reminder of why it matters, and why it will always matter no matter what business you are in.](#)
 - 3. Doing good:** Why more [companies are doing better by being good.](#)
 - 4. Looking ahead:** We are nearing the year's end, which means a boatload of articles telling you what next year will look like. [Here is an interesting one about digital market trends you can't ignore for 2019.](#)
 - 5. Building Trust:** People who trust their company have 106% more energy at work. [Read more to find out why.](#)
 - 6. Five numbers:** Instead of just focusing on financial statements, startups need to [focus on these day-to-day and week-by-week numbers that, over time, add up to a growth trajectory.](#)
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Keep an eye on the [potential for a government shutdown](#). The House and Senate skip town Thursday without averting a government funding lapse. The House isn't slated to return until Wednesday night, leaving just a 72-hour window for a spending deal that [eluded congressional leaders all year](#).

Enter the [Small Business Administration's National Small Business Week contest](#). Many household names were previous National Small Business Week award winners including Chobani, Callaway Golf, and more. Submit your nomination by Jan. 9, 2019! <http://ow.ly/sOkt30mNbjH>

P.S. Want to get more involved in additional efforts to support and defend America's small business community? Consider joining the Chamber's Main Street Leaders program.

Visit <https://www.uschamber.com/main-street-leaders> for more information.

What did we miss? Don't be shy. Let us know at MainStreetMonday@uschamber.com

Constituents want their services at **80 cents on the dollar**. And politicians often oblige them.

[Read more about why U.S. Chamber chief economist J.D. Foster thinks this approach costs at a cost.](#)

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

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