

## **Small-business Savvy: Get Ready to Shop Small**

By Glenn Muske, Rural and Agribusiness Enterprise Development Specialist  
NDSU Extension Service

What event will we celebrate on Nov. 26?

Pat yourself on the back if you said “Small Business Saturday.”

No, there isn't any cake (well, there could be) and no one is getting any presents (at least not on that day, although we hope lots of them are purchased from your local businesses that day). Streamers and decorations also probably will be missing.

So why a celebration?

The celebration, which began in 2010, is an effort to promote and encourage shoppers to buy from local small businesses, a central core of our economic sector.

Small Business Saturday occurs between two other major shopping days: Black Friday and Cyber Monday. And while both of these days include small businesses, those who launched Small Business Saturday felt that this one day would be a good reminder.

Small Business Saturday is an awareness campaign. The hope is this one-day focus will encourage you to shop small and shop local throughout the year.

Small businesses represent more than 90 percent of all U.S. businesses. They provide a substantial part of our gross domestic product and employ more than 50 percent of all employees. They also are the starting point for nearly all firms that are now the major companies we know.

The small businesses are key contributors to a community's quality of life.

So get ready to celebrate. Encourage local events and publicity for your local businesses. And if you did break out the balloons, cake and decorations, that would be great. “Shop small” promotional materials can be found at <https://www.americanexpress.com/us/small-business/shop-small/promote>.

Remember, shop small! It makes a big impact.

More information on small-business development is available at your local Extension office, as well as at <http://powerofbusiness.net> and [www.eXtension.org/entrepreneurship](http://www.eXtension.org/entrepreneurship).

The Small Business Administration and its related organizations, such as the Small Business Development Centers and Service Corps of Retired Executives, along with many other state agencies, also can be valuable resources.

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Source: Glenn Muske, (701) 328-9718, [glenn.muske@ndsu.edu](mailto:glenn.muske@ndsu.edu)

Editor: Ellen Crawford, (701) 231-5391, [ellen.crawford@ndsu.edu](mailto:ellen.crawford@ndsu.edu)