

Shop Small

Small Business Saturday
Nov. 28, 2020



SPECIAL SECTION

SHOPPING

Retailers grateful for loyal customers

Small Business Saturday kicks off critical effort to boost downtown holiday sales

REBECCA LOGAN
FOR LNP | LANCASTERONLINE

Small Business Saturday has been a thing for a decade. American Express launched it in 2010 — on the heels of a recession — to encourage spending holiday shopping dollars at small businesses.

Small Business Saturday 2020 falls on Nov. 28 — and in the middle of a pandemic.

“It’s always important to have people support Small Business Saturday,” says Laura Haiges, owner of the Lancaster children’s boutique Bellaboo.

This year, she says, it’s critical.

“We’re all just trying to make up for so much,” says Haiges, one of countless store owners trying to recuperate during a year when — for a few months — online orders and hand deliveries kept utility bills paid while doors were closed.

“It made us appreciate how much Lancaster really appreciates small businesses,” Haiges says. “They saw what we were going through. People were staying home. They didn’t really need the newest outfits. But they were ordering them.”

About 60% of businesses that closed temporarily due to the pandemic have not reopened, according to a September Economic Average report from Yelp. That is 97,966 businesses permanently closed, according to Yelp.

In Pennsylvania, 76.7% of small businesses say they have felt a moderate-to-large negative effect from the pandemic, according to an October U.S. Census Bureau Small Business Pulse Survey. That compared to 74.8% of small businesses who said so nationally.

One day isn’t likely to change that too much.

American Express actually only mentions Small Business Saturday in small print on its website this year. In a larger font, the credit card giant urges shoppers — be it online or in person — to “Share Joy: Shop Small All Season Long.”

Pooling resources

Small Business Saturday will kick off a series of “Festive Saturdays” being promoted by entities like the Lancaster City Alliance, says Anne Williams, director of communications.

“It will be four days. Sort of like come downtown, shop, have dinner, have that Hallmark Channel experience,” she says.

Granted, that experience will look pandemic appropriate — with visual cues to social distance, masks and some plexiglass.

“I myself have been shopping in the city and they’ve really all been following the guidelines,” Williams says.

She says another difference this year is the level of the cooperation among organizations like the Alliance, the Lancaster Office of Promotion, Discover Lancaster, the Lancaster Barnstormers and Fig.

“A lot of organizations recognize the significance of this holiday season for our merchants. So we are working together,” she says.

In the past, those groups might highlight each other’s efforts on social media, Williams says.

“This year we’re really pooling together our resources and making sure we’re providing

CUSTOMERS, page 7

MARKETING



Marcie Natale, owner of The Pottery Works, prepares a gift basket in her downtown store.

SUZETTE WENGER | STAFF PHOTOGRAPHER PHOTOS

UPPING THEIR GAME

Creative thinking helps small businesses survive during COVID-19

REBECCA LOGAN | FOR LNP | LANCASTERONLINE

Marcie Natale logged a lot of miles this year. “There was one day when I did something like 37 to 40 deliveries. I guess some of them were pickups,” says Natale, owner of The PotteryWorks in downtown Lancaster. “I was driving everywhere, all over the county.”

The early, spring days of the pandemic had Natale feeling a bit like a pizza delivery driver. But she had to do what she had to do. To keep her paint-your-own-pottery store afloat, Natale needed to transport bisque pieces, paints and borrowable brushes to customers who wanted to do projects at home.

That’s just one example of how business owners are getting products to customers who aren’t comfortable coming to them.

Upgrading websites is another way many have opted to do so. That includes Kathy Frey, owner of Lancaster’s Festoon Boutique.

“When we initially put up our online presence we kept it small and tight, showcasing just our locally made products and not really showing the full scope of what we’re all about,” she says.

That plan quickly changed.

“After we realized people were going to be spending a whole lot more time at home, we knew it would be very important to up our game,” Frey says.

Festoon now has a website that Frey says reflects the variety, attention to detail and organization that she emphasizes in store.

“Now we virtually have hundreds of



The Pottery Works has gift baskets and to-go kits to take home. When the products are painted, they can be brought back to be fired in the kiln.

products and it has become very successful,” she says. “We are thrilled to see people not only supporting us through brick-and-mortar shopping, but through online shopping, too.”

That hasn’t come without cost.

“It has been a lot of hard work,” Frey says. “But being in small business is never easy

and you have to be willing to put in the effort.”

Natale hasn’t made the jump to online shopping carts at The PotteryWorks or its sister stores, The Beadworks and The Gem Den. But her staff has this year spent many hours photographing inventory — piece by

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SHOP LOCAL THIS SATURDAY, NOVEMBER 28, 2020.

Small Business Saturday celebrates the annual holiday shopping tradition of supporting your favorite small businesses. Because when Lancaster County’s locally-owned businesses thrive, we all thrive.

Small Business Saturday began in 2010 when it was founded by American Express to help businesses with their most pressing need — getting more customers. That single day has grown into a powerful movement, and more people are taking part than ever before.

As a Lancaster County consumer, you are a key part in helping our small businesses thrive. By shopping or dining at one of our small businesses this November 28th, you’re showing your support for all the small communities around you. This means you could be helping local entrepreneurs offer more jobs, which invigorates the economy.

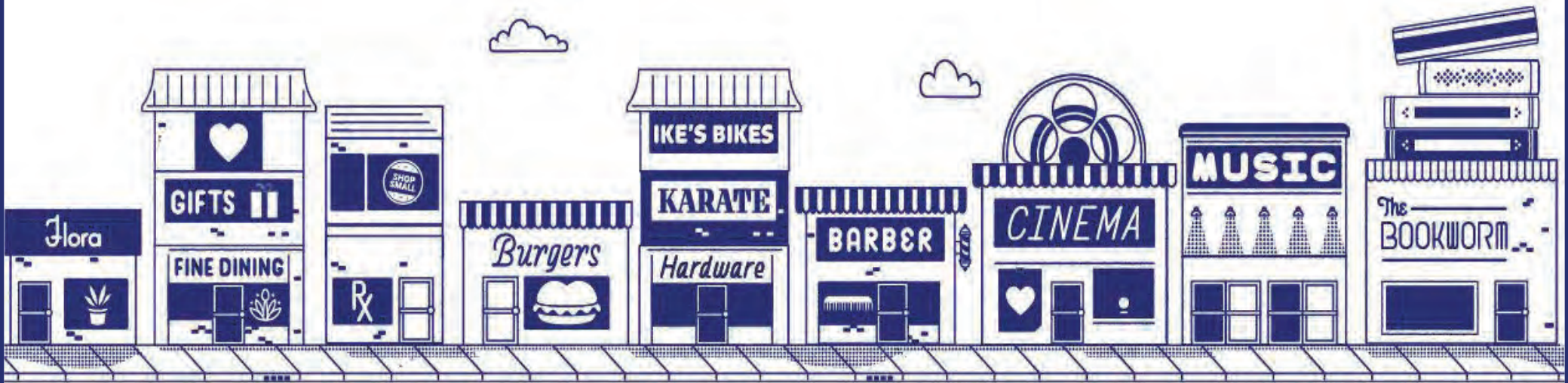
Since Small Business Saturday started, U.S. customers have reported spending an estimated total of \$103 billion at independent retailers and restaurants – that’s \$103 billion over 9 days alone.

VISIT THESE PARTICIPATING LOCAL BUSINESSES:

AM Jewelry
Bird-in-Hand Bake Shop
Bistro Barberet & Bakery
Blossom Med Spa
Boulders Mini Golf
Clemintine’s
Country Gift & Thrift Shoppe
Country Housewares Store
Dutch Selections
EM Herr Farm & Home Center
Ephrata Agway
Fisher’s Greenhouse
Furs by Susan
Gehman Jewelers
Gochnauer’s Home Appliance Center
Good’s Store
Hinkle Insurance
Hinkletown Sewing

Homestead Furnishings
Homestead Outdoor Products
Inspired Dragonfly
Kauffman’s Fruit Farm
Ken’s Gardens
Main Street Closet
Min D’s
Morgantown ReUzit Shoppe
Mount Joy Gift & Thrift
Mountville Family Restaurant
Noah Boyle Cabinets
Olde Mill House Shoppe
ReUzit on State
Re-Uzit Shop of New Holland
Scoops Ice Cream & Grill
Strasburg Country Store

Studio 8
Sundance Car Wash
Sunny Spot Nursery
Texas Roadhouse
The Red Caboose Motel & Restaurant
Ville and Rue
Wizard Lock
Zig’s Bakery & Deli



ELIZABETHTOWN

Tatted Toy Guys turn hobby into business

DIANE M. BITTING
FOR LNP | LANCASTERONLINE

After Tony and Clint Gibble got into toy collecting a few years back, they began buying and selling toys online.

It was a fun thing to do, especially during the winter when things got slow for their photography business, which focuses heavily on weddings. Their photography expertise came in handy when listing toys for sale after they cleaned and fixed them up. Earning a little extra money was nice too.

“Originally, we did it for tattoo money,” says Tony Gibble. Both he and Clint, a married couple who have been together since 2007, sport elaborate tattoos, especially prominent on their left arms.

The couple, who moved from Lancaster city to Elizabethtown two years ago, found that their house was being overtaken by toys, which they also picked up at flea markets and antique stores.

It got to the point where “we either need to put the toys in storage or we wanted to open a toy store,” recalls Clint.

So of course, the two decided on the toy store. On Sept. 13, 2019, The Tatted Toy Guys store opened at 50 S. Market St., Elizabethtown.

Their reputation as toy collectors, not to mention the colorful and elaborate displays in the storefront windows, have attracted attention, and customers, ever since.

While the store is usually open every Wednesday, the hours are



Tony and Clint Gibble, owners of The Tatted Toy Guys toy store in Elizabethtown, stand with Leonardo, a Teenage Mutant Ninja Turtle.

a bit sporadic, especially on the weekends because of wedding gigs. Their friend and fellow toy enthusiast Jerrica Forry is happy to help (or just hang out) when needed.

But The Tatted Toy Guys will be there on Small Business Saturday, Nov. 28, from noon to 8 p.m. A 10% discount up to \$10 will be given to anyone who says “Ho, ho, ho!” at

checkout.

Originally, their store was intended to be for adult collectors like themselves. Tony, 43, had begun collecting toys he grew up with, like He-Men and Pound Puppies. Being 10 years younger, Clint, 33, hadn’t been into toys as much but did like Teenage Mutant Ninja Turtles.

“As we were getting ready to open, people were like, ‘Our kids are really excited for your toy store,’ and I’m like, ‘Oh, it’s not really a toy store for kids,’” Clint remembers.

But then before opening, the two quickly pivoted and made their store a place for kids of all ages, marketing vintage to today’s toys,

with an emphasis on the ’70s, ’80s and ’90s.

“We wanted to recreate the feel of KB Toys back in the ’80s, where you walked in and they were smaller stores, but you felt immersed. You were in Toyland,” Tony explains.

Indeed, the shelves are crammed with everything from stuffed animals like Garfield, Mickey Mouse and Minions, to Fisher Price castles to Cabbage Patch Dolls, Trolls and Furbies. Shoppers will find things like Slinkies, Rubik’s Cubes and Mister Potato Heads in the mix too.

Prices for most toys range from \$10 to \$30. But the more valuable collectibles, like certain He-Man and Masters of the Universe toys and “Star Wars” figures, can be hundreds of dollars.

Parents love to point out toys they used to play with, like Care Bears, GI Joes and Power Rangers. And children can find the toys of their generation, like the newer My Little Pony line, Imaginext and “Frozen” dolls.

“It’s a fun adventure for the whole family now, which really makes it special ‘cause you just get to see these reactions,” Tony says.

Toy collectors are also starting to discover the store, with some traveling from as far as West Virginia, Tony noted.

A place like The Tatted Toy Guys store shows that the magic of toys transcends generations.

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HOLIDAYS IN ELIZABETHTOWN

In downtown Elizabethtown, shoppers can enter a “Win the Window” contest, sponsored by the Elizabethtown Area Chamber of Commerce.

Chamber Executive Director Bob Price said shoppers can pick up entry forms from participating businesses. The winner, drawn on New Year’s Eve, will win all the items displayed in the window. For more details, contact the chamber or visit Discover Elizabethtown on Facebook.

The chamber’s third annual holiday window decorating contest is now underway, with the theme “Holidays in My

Hometown.” Elizabethtown-area businesses will compete to be the Fan Favorite via votes on Facebook. The winner will be announced in conjunction with the GEARS “reverse” holiday parade, set for Dec. 5 at the Elizabethtown Fairgrounds. Info on the contest can be found on the chamber’s Discover Elizabethtown Facebook page.

The chamber is also distributing Holiday Guide booklets with information on over 40 businesses in the Elizabethtown area, available at the participating merchants and at the holiday parade. Also, Price says, there is free parking downtown through the holiday season.

MORE ELIZABETHTOWN MERCHANTS

- The Hub on Market, 206 S. Market St., home of WhirlGig Unique Boutiques, Sew Pretty Creations and the new Cider Press Market
- Trellis Marketplace, 153 E. High St., also the location of The Whippoorwill gift shop
- Knock Knock Boutique, 8 S. Market St.
- Found in You and The Fancy Unicorn, 117 S. Market St.
- Andrew Douglas Jewelers, 44 S. Market St.
- Naturally Gifted by Jeri, 1 S. Market St., Suite 103
- Turquoise Bear’s Emporium, 21 S. Market St.
- Frugal Finds, 3 S. Market St.
- Now Wear This, 29 S. Market St.

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Empowering. Inclusive. Community



Michelle Davis-Hardy and Audie Hardy are the husband-and-wife owners of The Inspired Dragonfly Boutique. Established in 2017, their mission was to create not only a business, but also a community with the goal of helping women look amazing on the outside and feel amazing on the inside, too. The Inspired Dragonfly Boutique accomplishes this by selling a wide range of products for every woman.

“We are the only boutique that offers not only clothing but crystals,” Michelle says, “and we cater to all body types for an all-inclusive brand selling sizes from small to 3XL.” The store carries many well-known boutique brands in tops, bottoms, dresses, sweaters, shoes and accessories, including handbags, jewelry, hats and scarves. The Inspired Dragonfly also offers a variety of gifts, from crystal gift sets and bath and body items to mugs, books and oracle cards.

Aside from the typical boutique offerings, The Inspired Dragonfly Boutique is also unique for its selection of ethically sourced crystals, along with gemstones, sage and incense. For anyone who is interested in

learning more about crystals, they are happy to share their knowledge. They even offer Reiki, a Japanese form of hands-on healing therapy, by appointment in their store at 805 B Rohrerstown Road.

The store is currently open from 11 a.m. to 5 p.m. Wednesday through Saturday and by appointment-only on Tuesdays.

For more information and to shop their products, visit www.TheInspiredDragonflyBoutique.com or facebook.com/TheInspiredDragonflyBoutique, where Michelle and Audie host regular Facebook Live events.



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Get a personalized experience at Studio 8



Mother-daughter duo and co-owners of Studio 8 Salon and Spa, Jane and Kate Witmer, have been helping people look and feel their best since January 2016.

Jane, Kate and their staff of three offer guests a full service salon and spa experience through the hair, skin, nail, waxing, and eyelash extension and enhancement services that they provide. “We personalize every guest’s experience,” they say. “Our talented and lovable technicians will make you feel like you’re spending a day of pampering with friends.”

Sanitation and quality of service are their top priorities.

In addition to their salon and spa services, Studio 8 also carries quality products, including Circadia skin care, Alfaparf hair color, ColorProof hair care and Babe Lash cosmetics.

From now until February 2021, Studio 8 is offering the Full Classic Set Eyelash Extensions with team member Sarita for \$99. New customers can also get 15% off their first nail or facial service.

Book services online at Studio8Lancaster.com or by calling 717-490-6159, and follow them at @Studio8Lancaster on Instagram.



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MOUNT JOY

Gift shop an education for homeschooled teen

DIANE M. BITTING
FOR LNP | LANCASTERONLINE

Nina Coleman’s maternal grandparents have run a gift shop in the beach town of Ocean Grove, New Jersey, for practically her entire life. The 18-year-old worked there for the past three summers and really enjoyed it.

“I love the aesthetic of it. ... just the interaction with people,” Nina says. And the offerings of a small shop are “so much more personal and customized,” she notes.

Citing the example of her grandparents, she adds, “I definitely think you can build a community with regular customers, and that’s a neat thing to have.”

Now, for the past few months, Nina, a homeschooled senior, has been manning the counter at a new gift shop in Mount Joy, Cypress & Myrtle, 67 E. Main St.

The store will be a presence in town for this year’s Small Business Saturday on Nov. 28, open from 10 a.m. to 6 p.m. For every \$50 spent, shoppers will get a \$5 coupon to be used in December on full-price merchandise. Also, there will be 20%-40% markdowns on select merchandise, namely fall items.

Nina’s parents, Kate and Joshua Coleman, opened the shop in late August, in part because their daughter is interested in a retail career as a shopkeeper.

“Nina is one of the reasons that we decided to take the plunge,” says her mother. “It was a fun thing to think about and talk about. But knowing that this is something that she might want to do as a career gave us that extra push to go ahead and give it a try.”

Also encouraging them were Kate’s parents, who closed their original store and now operate a smaller shop in Ocean Grove. Kate tried to persuade her parents to open a business here in Lancaster County. But they in turn suggested that Kate, a former nurse, and her husband, a partner in Lancaster County Timber Frames Inc., open their own shop.

Some fixtures from Kate’s parents’ original store, like the candy counter, are now at Cypress & Myrtle.

The bright and airy shop with large windows that front Mount Joy’s main thoroughfare carries a wide assortment of goods, ranging from candy to furniture.

Home décor items include candles, framed art, rugs, wreaths and dishware. While there’s not a large selection of furni-



Nina Coleman, left, and her mother, Kate Coleman sit in the family’s new Mount Joy gift shop, Cypress & Myrtle.

ture, on display are a sofa and chair, small tables and cabinetry. A tall white cabinet is the store’s most expensive piece, at \$4,750, followed by the plush sofa priced at \$2,040.

On the other end of the price spectrum are such items as a \$4 notepad and a package of Groff’s chocolates starting at \$9. “We try to have a wide range of price points,” Kate says. Free gift wrapping is also available.

Among the food items are gluten-free pizzelles and honey cream spreads in such flavors as sweet maple and pumpkin spice, along with coffees, teas and honey.

Also available are napkin sets and tea towels made of organic cotton with various prints. “A lot of people are buying the tea towels,” Kate says. Another popular item is a colorful ceramic mug and coaster set. “People have been snatching those up as a gift” and adding tea or coffee, she says.

The shop also carries body care products like soaps and lotions. The sale of some items, such as candles made by Calyan and Bridgewater Candle Co., benefit such

“It’s good to shop local because you are supporting your community and you’re supporting the livelihood of your community. You’re also supporting local artisans who work hard and handcraft their products.”

— Nina Coleman,
Cypress & Myrtle staff

causes as alleviating child hunger and helping victims of human trafficking.

“People are always going to be looking for gifts, but we like to partner with companies that are giving back and also paying fair wages to their artisans,” Kate says.

The shop also tries to source locally made items, such as the Crooked Seamz denim patch quilts and pillows made by a Lancaster woman and artwork from Beechdale Frames of Ronks.

The coronavirus pandemic had essentially shut down vendor markets for products, Kate notes. “So it’s really nice to be able to travel around here locally and find vendors that are right here in our backyard,” she says.

GIFT SHOP, page 8

HOLIDAYS IN MOUNT JOY

Santa Claus still plans to visit Mount Joy this year, but in a different way than past years. For one thing, he’ll make more than one appearance.

First, he’ll be at the Milanoff-Schock Library on Saturday, Nov. 28, from noon to 2 p.m., courtesy of the Mount Joy Chamber of Commerce. Chamber coordinator Kerry Meyers dubs it “Santa sighting number one.”

Santa will be outside the library, 1184 Anderson Ferry Road, to greet children and hear what they want for Christmas. But because of the coronavirus pandemic, kids can’t sit on Santa’s lap this year, Meyers says. Safety protocols, such as mask wearing and social distancing, will be followed.

Parents are encouraged to bring cameras and nonperishable food items for the Mount Joy Food Bank.

The second “Santa sighting” will be on Saturday, Dec. 12, when Jolly Old St. Nick will stroll around the downtown, also from noon to 2 p.m., stopping to listen to Christmas wishes then too.

Despite the challenges this year, the chamber was determined to continue this Christmas tradition. “We just wanted to make sure Santa was there for the kids this year,” Meyers says.

Also scheduled is “Pictures & Gluten-free Cookies with Santa” at the Made With Love Not Gluten Bakery, 76 E. Main St., Mount Joy, on Saturday, Dec. 5. The event (not sponsored by the chamber) will be from 10 a.m. to 2 p.m. by appointment, according to the bakery’s Facebook page.

Santa can also be seen later that same day, between 4 and 7 p.m., during Mount Joy’s Winterfest, to be held from 2 to 7 p.m., according to Dave Schell, executive director of Main Street Mount Joy. The popular annual event will feature live music, vendors, food and entertainment.

Main Street Mount Joy, an economic development organization, is considered a Small Business Saturday “champion” by sponsor American Express, Schell says. As such, it has been encouraging local merchants to participate and promote the day, set for Nov. 28, on social media. He’s also given businesses “Shop Small” promotional items like canvas bags, welcome mats, stickers and pens.

Schell stresses the importance of supporting local small businesses, particularly during the holidays.

“It’s more important now this year than ever before, because with COVID, all these small businesses really took a big hit,” Schell says. “The small businesses really, really need some support especially this holiday season.”

He adds that many consumers automatically go online to retail giants like Amazon, Walmart and big box stores to do their Christmas shopping “when really they can find really great deals and really unique products downtown.”

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Have a Beautiful experience at Blossom Med Spa



Blossom Med Spa has been helping its clients look and feel beautiful, both inside and out, since 2013. Owner Alyssa Licatase and her professional staff offer a full range of services, from medical-grade skin treatment to spa services to cosmetic injections, all customized to meet the individual needs of each client. With its licensed and certified staff, unbeatable customer service, and warm, friendly atmosphere, Blossom Med Spa is dedicated to delivering an exceptional experience along with amazing results at affordable prices.

For relaxation, they have an extensive facial and massage menu. For cosmetic enhancements, they offer lash extensions, lash lifts, spray tanning, and makeup applications. Their results-driven treatments include clinical skin treatments, microneedling, laser hair removal, spider vein removal, body sculpting/tightening, skin tightening/resurfacing, microblading, cosmetic injections, and more.

Blossom Med Spa specializes in laser hair and skin treatments - including non-ablative, ablative and everything in between - using the most advanced lasers on the market. They also offer acne and anti-aging services.

What makes Blossom Med Spa truly special is the dedication the staff has to each other

and their clients. They care about their clients’ individual needs and provide an atmosphere that is welcoming, relaxing, and less “clinical.”

Blossom Med Spa carries PCA Skin, SkinBetter, Nature Pure Clinical, Dermaviduals and ClearChoice products, in addition to their own skincare line Blossom Clinical Skincare, all of which are results- driven and free of parabens and fragrances. They also offer a variety of organic body lotions, soaps, and facial masks.

Blossom Med Spa’s new downtown location at 101NQ is now open and offering medical and naturopathic approaches for skin concerns and inflammation, holistic facials, infrared sauna/halotherapy, and various other wellness options.

Current specials include 20% off products, 20% off Hydroglow Infusion and Elite, \$25 free with every \$100 purchase, valid Black Friday through the end of December, and 20% off microneedling packages.

Blossom Med Spa hours are 9 a.m. to 7 p.m. Monday to Thursday, 9 a.m. to 5 p.m. Friday, and 9 a.m. to 2 p.m. Saturday. For more information, visit blossommedspa.net or facebook.com/ BlossomMedSpa.

BLOSSOM MED SPA

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small business saturday

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MANHEIM

Old, new businesses offer creative gift ideas

ROCHELLE A. SHENK
FOR LNP | LANCASTERONLINE

This year the Manheim Chamber plans to celebrate its small businesses on Small Business Saturday via social media postings.

“We’ve asked our retail members to get creative, and share their best ideas for holiday gift buying,” says Kelly Lauver, the chamber’s administrative coordinator. “We’ll share those ideas in various Facebook and Instagram posts leading up to Small Business Saturday.”

Manheim’s mix of retail includes some long-standing businesses, such as Heisey Jewelry Co. and Divine Consign, as well as some newer retailers, such as Prussian Street Arcade and The Turntable. There are also some art studios, such as Horst Arts, Creative Inspirationz Art Gallery and Big Dream Creative Art Studio.

Prussian Street Arcade, Horst Arts and Divine Consign have banded together for a holiday punch card. Prussian Street Arcade, 49 N. Main St., celebrates its first anniversary this month. The 10,000-square-foot market is part of the Manheim REO Marketplace. It features items from over 100 vendors, including handcrafted furniture and decor items, antique and vintage items, baby items, women’s fashion and accessories, and toys and games. The main entry features a festively decorated area that’s a great spot for holiday selfies.

Owners Susan and Michael Ferrari each have their own space within Prussian Street Arcade. Michael’s is Yolk Ideas, an advertising and marketing company for small-to-medium-size businesses, while Susan’s is Art of Motherhood, featuring children’s clothes.

Susan describes Prussian Street as a “general store with a boutique flair; every little store (stand) has its own story.” For more information, visit [prussianstreetarcade.com](#) or the arcade’s Facebook page.

Horst Arts ([horstarts.com](#) and on Facebook) is just a few doors down from Prussian Street Arcade at 17 N. Main St. The building houses



Hand-blown glass snowman from Stiegel Glassworks 1976 in Manheim.

HOLIDAYS IN MANHEIM

Small Business Saturday is the prelude to Christmas in Manheim. A number of special holiday activities will be held the weekend of Dec. 4.

As part of the festivities, the Friends of the Manheim Community Library will host Holiday Crossings at the Manheim Farm Show Exhibition Center, Adele Avenue, on Dec. 4 and 5. It also features a book sale. For more information, visit [manheimlibrary.org](#).

St. Paul’s UCC will host a drive-thru Breakfast with Santa on Dec. 5.

Manheim Brethren in Christ Church will host the 20th annual tree lighting on Market Square from 4 to 6:30 p.m. Saturday, Dec. 5. For more information, visit [manheimbic.org/event/tree-lighting/](#).

Information about holiday festivities will also be posted on the Manheim Borough website: [manheimbro.org](#). Information about business activities is available on the Manheim Chamber website: [manheimchamber.com](#).

both Jason Horst’s graphic and web design business and his wife Katherine’s art studio and gallery. She also hosts “maker moments” — workshops for crafters and artists. In addition to her art, items such as craft aprons and hug boxes are available to purchase

“A hug box is a workshop in a box. It’s a way to send a hug to a friend or family member who enjoys crafting,” Katherine explains. The hug box has its own website and can be purchased online: [xoxo2020.square.site/product/hug-box/1](#).

Divine Consign, 37 Market Square, features consignment

clothing and household items, but there’s also a selection of new handmade gift items, seasonal décor and Primitives by Kathy.

Mindy Welliver, who owns the shop with her husband, Will, says the shop will be decked out for the holidays.

“Year-round, we carry a number of handmade items that make great stocking stuffers or gifts. These items include soy candles, pot holders, tea towels and jewelry,” she says.

For more information, visit [manheimconsignment.com](#) as well as the shop’s Facebook page



Hug Boxes, mugs and warm winter caps available at Horst Arts in Manheim.

and Instagram.

Another retailer to check out is The Turntable Vintage Audio and Records, 54 S. Main St. Vintage audio components and records can be purchased at the store or online at [theturntablestore.com/online-store](#). The Turntable also refurbishes and repairs 1970s or newer audio components.

For unique hand-blown glasswork, check out the work of the artisans at Manheim’s Stiegel Glassworks 1976. In addition to

items such as business cardholders, tumblers and goblets, the glassblowers at Stiegel Glassworks also craft seasonal décor items. For the holidays, the selection includes snowmen in varying sizes and candy canes. The handcrafted glass items can be found in Manheim at Prussian Street Arcade and at Longenecker’s Hardware, 127 Doe Run Road. For more information on Stiegel Glassworks, visit [stiegelglassworks.org](#) or its Facebook page.

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Gifts from the Country at Country Housewares Store

The Country Housewares Store may not be on the road to where you’re going, but it’s certainly worth a trip off the beaten path to find it. For 40 years, this store tucked away in the country between New Holland and Leola has been providing customers with high-quality items for the home and family at reasonable prices.

Family-owned and operated, the Country Housewares Store carries a little bit of everything and something for everyone on your holiday shopping list. For the kitchen, you’ll find silverware, glassware, canister sets, table linens, tea towels, wooden utensils,

pots and pans. Home décor items include everything from candles, lanterns and lamps to framed art, baskets and Rhythm clocks. For children, there are puzzles, games and wooden toys and clothing for baby and beyond. Whether you need tools for the garden or wind chimes for the porch, you’ll find them here.

The Country Housewares Store is located at 589 Musser School Road, Leola. Hours are 7 a.m. to 5 p.m. Monday to Thursday, 7 a.m. to 8 p.m. Friday, and 7 a.m. to 4 p.m. Saturday. They are closed Sundays. For more information, call 717-556-0985.

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Locksmithing was just a hobby for Chester Gontner — until it became the key to a successful business.

When Gontner’s hardware business closed during the Depression, he returned home to Lancaster and opened a locksmith shop in 1938. Wizard Lock & Safe Co. is still in operation today and owned by three longtime employees.

Current owners are Karen Williams, Todd Henning, and Lary Engle. They work alongside a trained staff offering complete lock and safe service, car and truck lock service, and key duplication services.

Wizard Lock & Safe Co. carries a full line of locks of all types and has the largest selection of safes in the area, specializing in gun safes.

They also handle door closers, electronic access control, closed circuit TV and electronic keypad retrofits for combination safe locks, along with automotive keyless entry and transponder chip key programming.

Whether you are locked out of your vehicle, need to buy or service a safe, duplicate a key, replace a lost key, or install new locks in your home or business, Wizard Lock & Safe can help. They continue to keep pace with the latest in lock and safe technology and offer both hi-tech and traditional security solutions.

For businesses, Wizard can upgrade their systems with card readers, keypads, proximity readers for handicapped use, and even biometric systems that

require fingerprint or eye activation. They can also help homeowners better secure their families and possessions.

Wizard carries well known brands, including Schlage, Master Lock, Emtek, and AMSEC and Gardall Safes. They offer straightforward pricing with no hidden costs.

Wizard Lock & Safe Co. is located at 218 N. Prince St. Hours are 8:30 a.m. to 5 p.m. Monday through Friday and 9 a.m. to noon Saturday.

For more information, visit [www.wizardlock.com](#) or Wizard Lock & Safe Co. on Facebook.

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EPHRATA

Virtual tree lighting and more to kick off holidays

LAURA KNOWLES
FOR LNP | LANCASTERONLINE

Ephrata's Small Business Saturday kicks off a shopping season with expanded holiday hours and helpful services, like pickup and shipping.

Mainspring of Ephrata has an online newsletter to keep people up-to-date on what's happening in Ephrata. Visit mainspringofephrata.org.

With Small Business Saturday, the emphasis is on encouraging people to shop Ephrata first, before they head to the mall or big box stores.

There are a variety of shopping options in town, from fine jewelry and gifts at Parkhill Jewelry to recycled and new furniture and accessories at Hometown Refurnishing, where you'll find everything from decorative accents and pottery to leather loveseats, sleigh beds, dressers, chairs and cabinets.

There's no shortage of home-baked goods. Laura the Cookie Lady offers decorated sugar cookies and chunky drop cookies like chocolate chip, chocolate salted caramel and blueberry lemon. Owner Laura Merkel is also opening a second location in Lititz Scratch Bakes serves up cupcakes and baked goods, along with breakfast and lunch, coffee and other beverages.

Head out of downtown to the Ephrata Cheese Shop at the Ephrata Cloister Shop-

ping Center, where you'll find a vast section of cheeses, including English cheddar, Spanish manchego and Italian Parmigiano-Reggiano.

Many of Ephrata's big-crowd holiday events have been downsized for 2020. The Tree Lighting & Santa's Arrival will be a virtual event at 6 p.m. Friday, Nov. 27. To watch, tune into Blue Ridge Cable channel 11, the Mainspring of Ephrata Facebook page or the Christmas in Ephrata Facebook page.

After the event, Santa will parade through Ephrata neighborhoods. To check his route, visit ephratachristmas.weebly.com.

And Santa will still be visiting youngsters in a safe Visit with Santa at the Whistlestop. Instead of sitting on Santa's lap, kids will have a socially distanced visit with Santa from 5:30 to 7:30 p.m. Fridays and 10 a.m. to 1 p.m. Saturdays, Dec. 4-19.

They can drop their letter in the North Pole Mail Express mailbox when they visit Santa or in the mail slot any time when Santa is not in. Children will be able to talk to Santa while he is sitting at his desk behind a plexiglass barrier.

Find these festive cupcakes at Scratch Bakes in Ephrata.



SCRATCH BAKES



Flannels for pups at Gus and Ruby's Pet Outfitters in Lititz.

LITITZ

Traditions go on with safety in mind

LAURA KNOWLES
FOR LNP | LANCASTERONLINE

The holidays in Lititz won't be quite the same in 2020, and Small Business Saturday is just the start of a toned-down holiday shopping season, says Holly DeKarske, Venture Lititz executive director.

While crowds may be almost the same as usual, shoppers

are being encouraged to wear masks, maintain social distancing and use the hand sanitizer available in most shops. Some businesses, like Heavenly Soaps & Scents and Aaron's Books, are limiting the number of people who can be inside a small shop at the same time.

For those who want to be extra safe, many shops in Lititz

are offering pickup services or even shipping goods. The online Shop Lititz Facebook page shows a wide variety of items that are available at shops in downtown Lititz and beyond.

Gift certificates are another great idea, offering easy shopping at restaurants and shops in town.

Lititz is known for its abun-

dance of shopping opportunities. A few favorite places include Aaron's Books, Atlas General Store, Candy*ology, Cherry Acres, Clemintine's, Furniture4U, Heavenly Soaps & Scents, Gus & Ruby's for pets, Josiah's Oils, Legacy Collective, Lititz Music Co., MainMen & MainLadies, The Market at Wil-

SHOPPING, page 8

SPONSORED CONTENT

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Wisdom, *Style*, and Expertise For All Generations



From engagement rings and wedding bands to unique baby gifts, Gehman Jewelers has been helping local families celebrate the milestones in their lives for more than 50 years.

"Our customers are part of our family," says owner Stacey Schilt the second generation of the family-owned business that has been serving the Ephrata community since 1966. The store originated in downtown Ephrata and moved to its current location in the Ephrata Commons Shopping Center, 463 North Reading Road, over 30 years ago. Gehman Jewelers now has three generations actively working in the store.

Gehman Jewelers

sell diamonds, watches, wedding bands, 14 karat gold and sterling silver jewelry, such as earrings, necklaces, rings, and bracelets along with small gift items. For customers who have something specific in mind, they design custom or redesign an existing piece of jewelry. Gehman Jewelers also does repairs and appraisals.

Schilt and her staff of five make Gehman Jewelers a comfortable place for families to visit. They take the time to educate customers and make recommendations for the products and services that will best fit your needs.

"Our goal is to be your family jeweler and we want every aspect of your

experience with us to be pleasant," Schilt says.

Gehman Jewelers regular operating hours are: Monday through Thursday: 10 am to 5 pm, Friday: 10 am to 7 pm, and Saturday: 10am to 2 pm.

Holiday Hours from November 27 through December 23 are:

Monday through Friday: 10 am to 7 pm, and Saturday: 10 am to 3 pm

The store will be open from 10 am to 2 pm on Christmas Eve for those last-minute shoppers. Gift wrapping is complimentary.

For more information, visit www.gehman-jewelers.com, Gehman Jewelers on Facebook or Gehman Jewelers on Instagram.

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Create a home you'll love with Ville & Rue



Home is everything, now more than ever. Helping customers create homes where they love to live has been the mission of Ville + Rue since the home furnishings and décor store made its own home at 101 N. Queen St. in downtown Lancaster in November 2019.

The curated downtown showroom features a selection of high-quality, eclectic furniture, gifts and décor, but it is only part of what Ville + Rue has to offer. "Our website features even more of our products than we can show in the store," says owner Rebecca Addington.

Online offerings include dining tables, occasional tables, sofas, accent chairs,

wall décor, rugs and lighting, along with a great selection of local products such as pillows, Lancaster architectural prints, glassware, bottle openers, mugs and candles.

"We love partnering with local makers and collaborating to create items that are exclusive to Ville + Rue," Addington says. "We especially love to feature our Lancaster items. We also work hard to feature multiple styles and show how to make them harmoniously work together."

Ville + Rue offers not only the products and furnishings to make a home special, but also the design expertise to help customers select just the right pieces and layout for

their spaces. Their design service includes an in-home consultation, where they discuss the client's style and needs so they can help them bring their vision for the space to life.

Starting Nov. 24, Ville + Rue will be open from 10 a.m. to 6 p.m. Tuesday, Wednesday and Friday, 10 a.m. to 7 p.m. Thursday, and 10 a.m. to 4 p.m. Saturday. They will also be offering holiday gift boxes to make gift giving unique and effortless.

Visit villeandru.com, like them on Facebook at facebook.com/villeandru and follow them on Instagram so you don't miss out on special events and extended hours.

VILLE + RUE

101 North Queen St. Lancaster • 717-723-9639

Customers

Continued from 1

the most help that we can,” she says.

Shoppers will notice some elaborately decorated trees in some stores and restaurants this year. Part of the Lancaster Barnstormers third annual Christmas Tree Lane to benefit nonprofits, those trees were set up in Clipper Magazine Stadium last year.

“We weren’t going to have people walking through this year. We were going to do it virtually,” says Alexandra Bunn, promotions and sponsorship fulfillment manager for the Barnstormers. “So we thought we might as well have people host them. Hopefully that will help draw more people into the businesses.”

As for Discover Lancaster, small business promotion might not be the first thing that pops to mind given that the organization promotes the county’s tourism industry for which large, crowd-drawing destinations like Sight & Sound and Dutch Wonderland are key.

“Some of our small businesses need all the help that they can get,” says CEO Edward Harris. “So we’re proud that we can be a community partner to help build awareness for these key businesses.”

Part of that means reaching the “staycation” crowd, he says. That also means making sure visitors from other markets know what’s open and safe when they visit, Harris says. And they are planning visits, he says. Traffic to the Discover Lancaster website is lately up more than 40%.

“People would rather get in a car and take a trip than get on an airplane,” he says. Harris says that thanks to the federal CARES Act money that the county directed to Discover Lancaster, holiday season television ads will run in markets like Philadel-

phia, Baltimore, New Jersey, New York and Washington, D.C.

Before starting as Discover Lancaster CEO this year, Harris was with the Valley Forge Tourism & Convention Board. Before that he held brand management roles at Converse, eBay, Under Armour and Timberland. So he is familiar what a strong — or weak — start to the holiday season can mean.

“This is the time of year where retailers must thrive. The fourth quarter is very important. And we have to realize that we’re up against record year-over-year growth in terms of online sales,” Harris says. “So to combat that, we still have to have that foot traffic into our brick-and-mortar stores.”

Lancaster County is rich with entrepreneurs, Harris says.

“I’m as passionate as they are in terms of wanting to bring in the traffic, because these retailers are unique,” he says. “And they’re part of the experience people have when they come to the city or come to the county.”

Safe and creative

Wherever shoppers come from, retailers are thinking through how best to serve them on Small Business Saturday.

James Farbo’s plan is to have bundles ready to go at his West Grant Street store Farbo Co., a self-described “general nerdery.”

If someone is shopping for a gift for a Dungeons & Dragons player, for example, he will have sets of unique items packaged with others that someone would welcome as duplicates. He’ll also have ready-to-go bundles for those into graphic novels, model building and card games.

“I have family members who are immune compromised,” Farbo says. “I am just doing what we can to keep as many people safe as possible. Calculated risks.”

Jason Ziegler is also doing some grab-and-go packages for those who aren’t interested in spending as much time browsing his Lancaster Pickle Co. on Saturday. He’s making some ahead of time and others to-order for those who call or Facebook message ahead with requests.

“Right now they don’t want to sit and chat. They want to wear their masks, grab a couple items,” he says. “Normally our store is a hangout. We’d offer complimentary wine and beer. But they don’t want that right now. They want to buy their stuff and leave.”

Ziegler thinks he will end the year better than he did in 2019 — a scenario he couldn’t have imagined earlier this year when everything shut down.

“Honestly, I didn’t think I was going to reopen,” he says. “But I woke up one morning and said, ‘No. We’ve been around now



James Farbo puts together some ready-to-go gift bundles for Christmas shoppers at Farbo Co., his West Grant Street store.

almost 12 1/2 years. I’m not giving up.’ So I moved to a bigger location.”

He’s now in what until this year had been an antique store. So far the move has paid off, says Ziegler, who believes supporting small business is part of why many customers have upped their order amounts.

“The loyalty is amazing. They see you’re working. They see you’re here,” he says. “And they want you to stay here.”



Shoppers are reminded to wear their mask at Farbo Co. in Lancaster.

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Delicious Food

Lovingly Made

Much like the rustic, renovated barn it calls home, Zig’s Bakery & Café in Lititz is a celebration of the past and the present. A love of food and people inspired Zig’s owner Brandon Ziegler, who prides himself on products made from scratch, whether it’s preparing recipes handed down for generations or crafting new recipes inspired by seasonal ingredients. Ziegler founded the bakery in 2007 and moved the business to Brick Gables, his family’s restored barn/event venue at 800 Newport Road, five years ago. They now have 35 employees. “We bake, cook and serve a variety of food and coffee drinks,” Ziegler says. The café serves a variety of sandwiches, salads,

soups, breakfast items, teas and coffee drinks. “Our café makes the perfect sandwiches and drinks,” he says. The bakery offers cookies, cupcakes, pies, cakes and bread. The Zig’s menu includes sweet treats from whoopie pies to biscotti, savory soups from vegetable beef to African peanut, and original deli salads served on homemade rolls, breads or croissants. Zig’s also offers its extensive menu of deli salads and soups to go by the pint or quart. “Some of what has made us unique is our Moravian sugar cakes, pies, cookies, breads and cakes,” Ziegler says, as wells as their unique location at Brick Gables. Everything at Zig’s is made lovingly with locally

sourced meats, vegetables, fruits, flours and grains and a focus on fresh, seasonal ingredients. Now that the holiday season has arrived, Zig’s is ready to make those special meals a breeze with homemade dinner rolls, cranberry relish, pumpkin and apple pie, and more. Be sure to get orders in a week in advance. Zig’s hours are 7 a.m. to 7 p.m. Monday-Friday and 7 a.m. to 3 p.m. Saturday. To place an order, call 717-626-7981. For more information, including full café, bakery and to-go menus, visit www.zigsbakery.com, or find Zig’s Bakery on Facebook and Instagram. Zig’s also has a location in downtown Lititz, at the Market at Wilbur.

ZIG’S

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Sat. 7:30am - 4pm

Gift shop

Continued from 4

The shop also sells children's books and gifts for baby, including clothing and small toys. The baby dish sets made from bamboo material are "unbreakable," Kate says.

For those who like to journal, there are whimsical notebooks fashioned from old books destined for the landfill. Sporting hard covers and random pages from such titles as Nancy Drew and Dr. Seuss, these books have fresh pages for creating.

Kate and Nina acknowledge that business at times has been slow, mainly due to the pandemic, which Nina calls a "crazy time to start." But, she adds, "I definitely think that we've planted a lot of seeds, so as the holiday season is coming around, I think that might reap some business."

The mother-and-daughter duo urges local shop-

pers to spend their holiday dollars in main street stores.

"It's good to shop local because you are supporting your community and you're supporting the livelihood of your community," Nina says. "You're also supporting local artisans who work hard and handcraft their products."

More Mount Joy shops

- Ladybug Suds N' Scrubs and Time After Time Clocks, 45 E. Main St.
- Moon Raven Alley, 65 E. Main St.
- Mystic Realm Artisan, 15 Marietta Ave.
- Guitars on Main, 84 E. Main St.
- Crafter Hours, 206 E. Main St.
- Urban Debris, 1 S. Market St.
- Another Chance Boutique, 87 E. Main St.

Shopping

Continued from 6

bur, Pebbles and Lace, Purple Robin, The Purple Turtle, Savory Gourmet, Sweet Legacy Gourmet, Zest! and Zum Anker Alley Shops.

As for eateries, the new Wilbur features the Blackworth restaurant. Piccolo is another newcomer, presented by Chef Nino Elia. Then there are favorites like Tomato Pie Café, Bulls Head Public House, A Tea Affair on Sturgis Lane, Lititz Springs Inn, Roma Pizza, Ninos Pizza, Sugar Whipped Cupcakes and Slate, to name a few.

As an extra bonus for shoppers, there will be free parking in downtown Lititz throughout the shopping season.

Holiday festivities are being scaled back throughout Lititz, with some events being canceled or downsized. This year has been a year of missed holidays and community events in Lititz, but Lititz Springs Park is com-



LAURA KNOWLES

Hand sanitizer from Heavenly Soaps & Scents in Lititz makes a great stocking stuffer.

mitted to keeping Christmas in the park for 2020.

It will be a socially distanced event spread over three days instead of one crowded evening.

"In a year where our town has had to sacrifice almost every event this year, we are very grateful that we have been given this opportunity to continue this tradition in the park," says Kellye Martin, events manager for Lititz Springs Park.



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INTERCOURSE

Kitchen Kettle Village plans safe holiday activities

ROCHELLE A. SHENK
FOR LNP | LANCASTERONLINE

Retailers in Kitchen Kettle Village in Intercourse are gearing up for Small Business Saturday and holiday activities. “We’re a village of small businesses, so we always celebrate small businesses,” says Lisa Horn, Kitchen Kettle spokesperson and director of fun. “A few years ago we did a formal Small Business Saturday event, but lately we’ve focused on fun holiday activities. We’ve reimagined a lot of our activities due to COVID-19 and to help ensure the health and safety of our employees and guests.”

There are over 40 unique shops and restaurants at the village, located at 4529 Old Philadelphia Pike. On Small Business Saturday there will be live entertainment from the Big Boy Brass Band.

Kitchen Kettle is also offering special ticketed holiday-themed activities for the entire family as part of the ongoing old-fashioned Christmas that’s held Fridays and Saturdays starting Friday, Nov. 27, through Dec. 19.

Friday evenings, the focus is on Festive Family Tasting Tours. The tasting tours launched last year and proved to be a popular addition. This year, Horn says, there are special pre-packaged food offerings at participating shops; a contactless photo

opportunity for children with Santa, Mrs. Claus and Kitchen Kettle mascot Yummie (parents can snap a photo with their own camera); a stocking and scavenger hunt sheet for children; and storyline with Mrs. Claus and Yummie.

“The tasting tours are great for families as well as couples and groups of friends. You visit the shops and activities at your own pace and with your own group,” Horn says.

Holiday Fun with Santa and Friends launches on Small Business Saturday. The event includes a bakery box filled with sweet treats from the Bake Shop; a stocking hunt throughout the village; a card for children to color and personalize for Santa; contactless photo opportunities with Santa and friends; and meal vouchers for use at the Harvest Cafe for lunch.

Tickets are required for both the Festive Family Tasting Tours and Holiday Fun with Santa and Friends. They may be purchased online at kitchenkettle.com/seasonal-fun.

Horn says each of the shops offers unique merchandise. Some will offer craft demonstrations on Small Business Saturday. Guests can view a quilter at work at Village Quilts, leather embossing and tooling at Deerskin Leather and

cheese stretching at Aged and Cured.

“Holiday shopping will look different this year. We’ve been offering contactless pickup; people can call ahead for items and we’ll deliver items to their car or they can pick up their order in the store,” Horn says. “We’ve also added to our online offerings.”

Those offerings now include gift items, new gift packages, meats and cheeses, bath and body items and meal-to-go kits.

“The gift of food is so important this year; food brings comfort and people are cooking more this year than they normally do,” she says. “But we also offer stocking stuffers, hostess gift boxes, gifts for frontline heroes and gift certificates, which are great for retail therapy.”

The Gift House features a line of bath and body products and jewelry; Aged and Cured offers snack items, a variety of cheeses including a Tennessee Whiskey Cheese, and hot sauces, which Horn says are great for stocking stuffers. The Jam & Relish Kitchen has a variety of gift baskets and boxes including the Ultimate BBQ Tray for someone who loves to grill or barbecue. Girls Day Out offers warm and toasty Snoozie Sherpa socks. Holiday decorating gifts include locally crafted Meadowbrook Gourds from the Country Life. The Jewelry Box offers the Lancaster County Pandora holiday charm.



Meadowbrook Gourds are just one of the many holiday treasures to be found at The Country Life shop at Kitchen Kettle Village.

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STRASBURG

Town a ‘magical place’ for holiday shopping, fun

ROCHELLE A. SHENK
FOR LNP | LANCASTERONLINE

Valerie Hock, social media manager for Strasburg Marketing Association, says there are many reasons to visit Strasburg on Small Business Saturday. “Strasburg is one of those towns that feels like you’re in a Hallmark Christmas movie. The historic brick buildings coupled with the most beautiful holiday decorations make it the perfect backdrop for that type of experience,” Hock says. “This, plus having an abundance of ‘mom and pop’ shops and proprietors, makes it a truly magical place to spend your Small Business Saturday and holidays.”

In a normal year, there are a number of special holiday activities, such as multiple Santa stops, holiday home tours, a Norman Rockwell Christmas at the town’s bed-and-breakfasts and a walk-through Christmas lights experience. However, some of those activities won’t occur this year due to the COVID-19 pandemic. “But we still have a lot to offer,” she says. The Strasburg area offers a number of unique boutiques as well as some fun family experiences. Wire to Fire Artisans Gift and Jewelry Shop, 11 E. Main St, Strasburg, features handmade jewelry from owner Kimberly Jade Berkich, as well as handcrafted items from 30 artisans in nine states



Strasburg Rail Road has several Christmas-themed trains running through Dec. 24.

and Canada. Berkich’s handcrafted jewelry includes the Treasures from Heaven collection, which features gemstones handcrafted into an heirloom design, and the Refining Fire collection with inspirational Judeo Christian messages accompanying each piece. Other items include pottery, hand-blown glass, soaps, home goods, artwork, carved woodwork and clothing. Berkich recently launched a website wiretofire.com. “We launched the website to allow people to browse and purchase online; not all items will be online. In addition to the shop, I do a lot

of shows, and with the pandemic that’s been limited,” she says. “People do still like to come in and touch and feel the items rather than order online, so the shop is open for in-person browsing. In November and December, people can register in the store for a monthly giveaway of a Treasures from Heaven bracelet.” Kimberly Jade will be hosting a food drive to benefit the Lancaster County Food Bank. Bring in one to four nonperishable food items for a discount of up to 20% off of a purchase. The store will also be accepting donations to a TNR (Trap

Neuter Release) program to help reduce the feral cat population in Strasburg. HodgePodge Cross.Stitch & Antiques, 14 E. Main St., Strasburg, is the go-to place for cross stitch and fabric needs. The offerings include hand-dyed fabrics and specialty threads. The shop also features mid-century antiques and Americana collectibles. Lil Country Store & Miniature Horse Farm combines unique gifts, wood items and furniture and Amish treasures and the opportunity to spend time with miniature horses. Henry and Linda Stoltzfus

welcome shoppers and animal lovers to their farm, and Henry even handcrafts some of the wood items. New this year is the opportunity to sponsor a horse. The farm is located at 264 Paradise Lane, Ronks. For a fun and nostalgic holiday experience visit Old Windmill Farm, 262 Paradise Lane, Ronks, where the Lapp family will offer horse-drawn sleigh rides. Trains are also another traditional part of the holidays. Hock says Strasburg Train Shop is the small business for all your model trains. The offerings focus on N, HO and O gauge layout items. There are also DVDs and puzzles. Patrons may shop in store and online at Etrainshop.com. Curbside pickup is available. The Strasburg area is the home of attractions that feature both toy trains and their larger brothers, and they’re all within a short distance of one another. The National Toy Train Museum, 300 Paradise Lane, Ronks, is open on a limited schedule. Choo Choo Barn, 226 Gap Road, Strasburg, will continue to feature its regular train display. Due to the pandemic, the holiday-themed exhibits will not be open this year. The Railroad Museum of Pennsylvania, 300 Gap Road, Ronks, is closed to the public due to the COVID-19 pandemic. However, its

Whistle Stop museum shop offers a selection of railroad-themed gift items, such as puzzles, books and items for children. They are available to purchase online at rrmuseumpa.org/wp-content/uploads/Whistle-Stop-Shop-Holiday-2020-Flyer-Order-Form.pdf. Strasburg Rail Road, 301 Gap Road, Ronks, has several Christmas-themed trains running through Dec. 24; online reservations are required. To purchase tickets, visit strasburgrailroad.com/christmas-trains. The Strasburg Marketing Association and Discover Lancaster have joined forces for a gift basket giveaway. The gift basket features a variety of items such as gift certificates for Casey Jones restaurant, Isaac’s restaurant and the Speckled Hen; four tickets to Village Greens gold mini-golf course; two tickets to Sight & Sound’s “Queen Esther” a family four pass to the National Toy Train Museum and a Kimberly Jade signature bracelet. No purchase is necessary to enter. There’s also a special giveaway on Small Business Saturday. To register for the drawing, visit facebook.com/historicstrasburgpa. For more information on Small Business Saturday and holiday activities in Strasburg, visit strasburgpa.com and the organization’s Facebook page.

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Toys

Continued from 3

“I’ve seen, especially fathers, if they get their kid interested in the toys they grew up with, it’s a bonding experience for them. The dads are interested in buying the toys and sitting down and playing with them because they would feel silly playing with them by themselves,” Tony says with a laugh.

While it may seem obvious how the store got its name, there is a story behind that. According to Tony, the two would be out looking for toys and, it being summer, wearing tank tops that showed off their tattoos. One time, someone dubbed them “the tattooed guys.” Then, in a batch of toys, they got two plastic wrestling figurines with tattoos, or “tattooed toys.”

“It just matched. We’re like, ‘the tattooed guys,’” Tony says. “How perfect would that be for a store.”

And this whimsical place

is not this couple’s only brick-and-mortar business. The Candy Unicornium was set to open at 2 W. High St., Elizabethtown, by Black Friday. The store will feature novelty and retro candy, “a lot of the stuff that people remember that they don’t know is made anymore,”

Tony says.

One reason for going into the candy business is the reaction people have had to candy sold in the toy store, like the popular candy cigarettes and Pop Rocks. The couple’s 19-year-old son, Keenan, will help out at the store. Hours will vary.



Star Wars miniatures sit on a shelf at The Tatted Toy Guys.



He-Man is a popular toy at The Tatted Toy Guys.

Holiday events listed throughout this special section were accurate as of presstime. Due to the COVID-19 pandemic, be sure to check with event organizers for any schedule changes or cancellations throughout the holiday season.

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Marketing

Continued from 1
piece and gem by gem — to make it easier for those who are browsing websites from home to decide what to order by phone.

At Chapel Hill Forge in Conestoga, Mandy Leggett had the website redone for the business that she runs with her blacksmith husband, Zad.

They'd already been selling online through Etsy but had done a good chunk of their 2019 business at craft fairs. With those off the table in 2020, Zad took a part-time job to supplement the family's income. He's been following hot air balloons and collecting those when they land.

Mandy has been working with a SCORE counselor to nail down more concrete online marketing plans.

The Leggetts also dug into their savings to buy a \$6,000 engraver and are now using that to crank

“We needed to offer some more low-hanging fruit. A lot of our stuff is expensive. It takes (Chapel Hill Forge blacksmith) Zad a long time to make. People really do want to support small businesses. But they don't necessarily have \$100 right now to do it.”

— Mandy Leggett,
Chapel Hill Forge in Conestoga

out items like \$14 or \$15 ornaments.

“We needed to offer some more low-hanging fruit. A lot of our stuff is expensive. It takes Zad a long time to make,” Mandy Leggett says. “People really do want to support small businesses. But they don't necessarily have \$100 right now to do it.”

She's also refocused her business's blog around homesteading, a topic that has gained the forge more attention.

Christy Lapp, owner of C.R. Lapp's restaurant in Quarryville, had some attention-attracting inspiration while on a visit to his son's new home in Maine. He bought some fresh-from-the-ocean lobsters that were packaged live for his drive back to Pennsylvania.

“I thought maybe I'll take some of these and try them in the restaurant,” he says. “The first trip I brought about 30 back. We sold out in two hours.”

Lapp decided to make another trip early this month and promoted that lobster trek on the Facebook page for the restaurant where the menu more typically includes items like burgers, spaghetti, tuna melts and grilled beef liver.

“This time we sold 70,” he says. “It was something different. Something to get people excited.”

Some takers dined on the lobster in the restaurant where Lapp this year installed booth dividers. Others took their lobster dinners to go.

Lapp says he must continue thinking outside the box to find ways to cater to both crowds.

“The business is just not there,” he says. “We were off by 50 percent. We're still off, really, by 50 percent. So we're doing what we can.”

Lapp's has been offering dinner-for-two take-home specials.

“And we bought some new packaging... something to make it more attractive for customers when they

pick it up,” Lapp says.

Creative thinking is helping small businesses survive, says Justin Rule, owner of Sparrow Websites in Columbia.

Sparrow has during the pandemic been offering \$500 launch kits for businesses who realized this was the time to take the online plunge, Rule says.

“I don't know how anyone can be planning for 2021 without being online,” he says. “The uncertainty of the times has not gone away.”

He said he's seeing two types of business owners in 2020. One is holding tight, waiting and hoping that things return to the way that they were when business was good.

Rule holds more hope for survival for the others.

“There are the ones who are saying, ‘I don't know what tomorrow holds but I'm going to give it my best shot until I can't anymore,’” he says. “That person is moving forward, trying new things.”

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