



2022

HOLIDAY

Gift Guide

Small ways consumers can help small businesses

Small businesses continue to be the backbone of American business community. According to the career resource Zippia, there are 33.2 million small businesses in the United States. Those organizations employ around 62 million people.

Despite the prevalence of small businesses and the abundance of people willing to become entrepreneurs, 20 percent of these firms fail within the first year, and only 55 percent survive five years or more, says Zippia. The COVID-19 pandemic was particularly harsh on small businesses. However, many of them survived through digitization that they plan to continue to utilize even when the pandemic is long gone.

Maintaining a small business through economic highs and lows and other issues often comes down to customer involvement. Consumers are the driving forces behind the success of small businesses. Here are some effective ways for consumers to help small businesses grow.

- **Shop local.** The “Shop Local” movement has been around for awhile but remains as relevant as ever. Shopping local means becoming repeat patrons at the independent businesses that comprise Main Street as opposed to the chain stores that dominate strip malls.

- **Share on social.** Social media can be a great way to spread the word about businesses you like and point out particular examples why you shop there. Utilizing social media platforms to highlight the positive attributes of a business can help that business grow.

- **Call direct for take-out orders.** Those ubiquitous third-party food delivery services may be convenient, but businesses have to share the profit from your purchase with the delivery service, cutting into their bottom lines. Pick up your order or rely on the restaurants’ own delivery teams.

- **Engage with the business online.** Complicated algorithms and other factors determine how a business’ website or social media page gets seen by the public. You can help things along by liking pages, visiting the website frequently and sharing any posts.

- **Speak about a business in person.** When out and about, whether you’re dining with friends or chatting with a stranger, try to push and recommend businesses you support. If someone compliments your lawn, shoes or haircut, mention the businesses that did the work or sold you the products.

- **Suggest opportunities for exposure.** If you know about a school or organization looking for vendors, make the suggestion to a small

Continued on page 2B



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Small ways consumers can help small businesses

Continued from front page

business you use frequently. Small business owners can reap the rewards of working alongside one another in an intimate setting by sharing tips for

success with one another. They may get new customers and benefit in many ways from their involvement in holiday fairs and seasonal, community events. Small businesses are driving forces in our local economy and communities.



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annual *HONEY* Sale

\$5.85
per lb.

Bring your own jar or container and we fill it straight from our HONEY TANKS full of this years WILDFLOWER HONEY CROP!

Our Wildflower Honey sale runs Sat Nov 5 - Sun Dec. 4, Sat & Sun 11-5

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Thanksgiving

WEEKEND EVENTS AT



FRIDAY

NOV 25

HUNG WITH CARE

SATURDAY

NOV 26

STRAWBERRY FIELDS

ULTIMATE BEATLES BRUNCH CONCERT

SUNDAY

NOV 27

WINE & DINE

BOOZY BRUNCH

PAIRING MEAL

AND DON'T MISS...

THE ENGLISH BEAT

LIVE IN CONCERT

MONDAY

NOV 28

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THE NEW ROSE THEATRE PRESENTS...

THE NUTCRACKER

Directed and Choreographed by Dee Wright Kelly

Thursday, December 15th at 7:00pm

Friday, December 16th at 7:00pm

Saturday, December 17th at 2:00 & 7:00pm

Sunday, December 18th at 2:00pm

Admission:

Adults (13 -65) \$22.00

Senior/Child (Over 65, under 13) \$18.00

Tickets are available at Eventbrite.com or can be purchased in person or by phone (845-778-2478)
 The New Rose Theatre - 35 East Main St, RT 52 Walden NY 12586
www.hudsonvalleyconservatory.org



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at

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SHOP Local

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Entrance through municipal parking

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Shop GOSHEN

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HOLIDAY PARTY

Saturday, December 17 • 7 p.m. till Midnight

1700 Route 17M, Goshen, NY • Call 845-294-8474

\$40
per person

Includes: Hors-oeuvre then coffee and sweets station for the last hour. Cash Bar, Music DJ, Giveaways all night

Tickets available at Hacienda (cash only, no refunds)
Call 845-294-8474 for more info
Discounts for groups of ten or more!



4 Mile Race & Kids Fun Run

Village of Montgomery • Dec 10, 2022

Start time 9:45 • Kids Fun Run @ 9:30

Toys For Tots donations welcomed

To register or for more info visit
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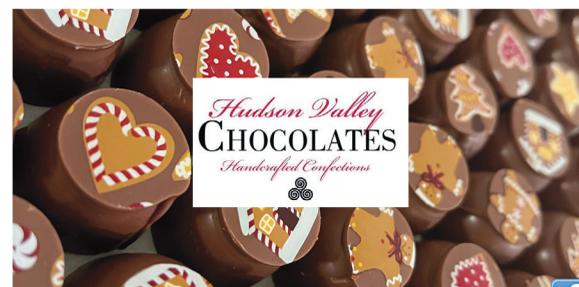
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Shop Small Business Saturday in Downtown Newburgh

The 4th annual Shop Small Weekend Shopping Crawl will take place on November 26 and 27, 2022.

Newburgh's Shop Small Weekend is a walkable shopping crawl encompassing the downtown Liberty Street and Broadway area. Shoppers can spend the day strolling between shops and restaurants while enjoying the unique experience the City of Newburgh has to offer.

Shop Small Weekend is an extension of Shop Small Saturday, an economic initiative created by American Express to encourage consumers to spend money within their home communities and the small businesses that make them up after a day of shopping mass retailers for Black Friday.

In 2021, 38 small businesses within the Liberty Street and Broadway corridor participated in Shop Small Weekend, offering sales, discounts, and specials and a chance to win various raffle prizes. Shop Small Weekend is a prime opportunity to support local businesses during the holiday shopping kickoff, coming together to strengthen the Newburgh community.

Shoppers will start at Newburgh Mercantile, 75 Broadway or APG Pilates, 87 Liberty Street to pick up their Shop Small Weekend passport. For every visit to a participating business, shoppers will get their passports stamped. Every five stamps earn one raffle ticket to win one of several prizes from participating businesses at the end of the weekend.

This year they have added a "Best Holiday Window" competition. Participants are listed on the passport for shoppers to vote for their favorite decorated window.

Small Business Passports:

1. Register and sign up for your Shop Small Passport at Newburgh Mercantile, 75 Broadway or APG Pilates, 89 Liberty Street starting at 11 a.m. on Saturday and Sunday.

2. Get your passport stamped at every business* you visit. For every 5 stamps you earn, you will receive one raffle ticket. Look for the white and blue balloons. *Restaurants require purchase.

3. Drop off your stamped passport at Newburgh Mercantile or APG Pilates prior to 6 p.m. to be entered for your chance to win a raffle prize basket.




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 Newburgh, NY 12550

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 Fax: 845-562-2700
 Email: sue@designbysue.com



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Come join us as we celebrate our 8th Anniversary during Shop Small Weekend Nov 26-27th

We are fully stocked with gift items for everyone on your list!
 Open Saturday and Sunday 11-6



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Eggbert returns for more Winter Wonderland Magic

By KERRY BUTRICK DOWLING

The spirit of the holiday season is coming alive in the Hudson Valley, and one of the most popular holiday traditions for local residents is Eggbert and his winter wonderland at Devitt's Nursery and Supply in New Windsor. The iconic popular talking egg is one of the area's most beloved holiday traditions for all ages. For the 2022 holiday season, Eggbert and his hard working team of Devitt's elves have new special surprises ready to delight the young and old.

Annie Shupe, Marketing Manager at Devitt's, was eager to share the special holiday magic getting ready to be unveiled this holiday season starting on Black Friday. Each year, approximately 20,000 to 30,000 guests visit the winter wonderland. Shupe shared that Eggbert came to Devitt's in 1971, when the previous owner Jack Devitt bought him from Cornell University. Eggbert was originally used by Cornell University to promote the agricultural program. "Prior to Eggbert, the Devitt Family put on a small Christmas trail with animals, but Eggbert really stole the spotlight. Much like the Devitt Family, Hudson Valley families just fell in love with Eggbert and it became a tradition right away," shared Shupe.

This year, guests will be immersed in new holiday exhibits as they navigate the trails of the winter wonderland. The grandest new addition is Clair, a second egg that the Devitt's team envisioned years ago, but sadly the pandemic put her journey to the winter wonderland on hold. The story of Clair is nothing short of holiday magic as she begins her new life in the Hudson Valley with her friend Eggbert.

"The Devitt's owners have wanted to bring something new to the trail for a few years. Clair was in the thralls of Hollywood and was very content with working for Santa. She absolutely loves getting toys out to the children of the world, but in a correspondence with Eggbert in 2019, she had mentioned that she missed Christmas in the Hudson Valley. There is just something so magical about Christmas in New York. So after much convincing and consideration, Eggbert and the owners agreed that Clair would finish her contract up in the North Pole and come home. Santa was sad to see her leave, but was very happy she would



be working side by side with Eggbert to spread the joy of Christmas," said Shupe.

In addition to Clair who will be showcased in her own exhibit, the winter wonderland has other new exhibits including a chicken show with a classic truck and a brand new slot car track where customers can try their hand at racing. Farm animals, Santa and other holiday displays will also be on display. Shupe also said Devitt's poured new concrete to make the trail ADA compliant for all guests.

In recent years, merchandise was in demand by visitors and Eggbert enthusiasts, so Devitt's opened up the holiday shop to include Eggbert merchandise. "Devitt's is just honored that families want to bring Eggbert into their homes. The ornaments have been a hit from the beginning, and I think getting the new Eggbert ornament every year is a part of the Christmas tradition. Devitt's is just so happy that people get as 'eggcited' as we do about it year after year," said Shupe. Shupe went on to say that enthusiasts from all over the country and even Canada purchase ornaments off the online store to bring a little piece of the Hudson Valley into their home.

Eggbert's Holiday Shop is open seven days a week for people to stop in and shop around for Christmas decor, Eggbert merchandise, toys, home decor,

snow globes and old world decorations. Adults can also stop at the tasting bar where guests can try the Angry Eggbert IPA crafted by Newburgh Brewing Company releasing on November 17 and, new for this year, a special vintage from Magnanini Winery.

Shupe said the IPA has become something of a collector's item. Every year they have a new design for the can from their highly creative design team and customers absolutely love what they come up with.

Paul Halayko of Newburgh Brewing Company shared that for the past three years a portion of the proceeds from sales of the Angry Eggbert IPA go towards purchasing trees for families. "This is the third year we are doing this. It started in 2020 when we knew that Christmas might be a tough time financially for a lot of people because of the pandemic. We ask families to reach out to us discreetly if they need a little extra help during the holidays and us buying them a Christmas tree might help make their holiday a little bit better," he explained.

With the holiday season upon us, Devitt's is honored and proud to continue the tradition of being a part of the holiday season for families. "Genuinely, and I can speak from experience because my family and I have been visiting Eggbert for over 31 years, it really is the nostalgia of it all. Devitt's truly puts their customers first and knows just how important and meaningful Christmas on the Farm with Eggbert is, and we never want to disappoint so we always go all out. I think seeing children, and even adults, experience the magic that is Eggbert and Christmas on the Farm-to watch them get so absorbed in it all- is truly what makes the event so special year after year. We're looking forward to sharing that with everyone this holiday season," said Shupe.

For more information about Eggbert and Christmas on the Farm including pricing, merchandise and hours of operation, please visit: www.devittsnsy.com.

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Winding Hills GOLF CLUB

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Upcoming Events!

SANTA brunch

NOVEMBER 27
DECEMBER 3 & DECEMBER 4
DECEMBER 10 & DECEMBER 11
DECEMBER 17 & DECEMBER 18

HOLIDAY Wreath MAKING EVENT!
DECEMBER 6 & DECEMBER 14

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the VENUE
Winding Hills GOLF CLUB

Shop Small with Pine Bush First Fridays

at our

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ARTS + CRAFTS + MUSIC + FOOD

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DATE: December 2 • Starting at 4 p.m.
Visit pinebushfirstfridays.com

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FREE HOT CHOCOLATE

Join us all day Saturday, November 26

Town Wide Small Business Saturday

in the Montgomery, Maybrook & Walden area

Participating Businesses

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- ArtBox Studios
- Corey's Pickles
- Java Blue Cafe & Market
- Inglenook Marketplace
- Montgomery Book Exchange
- Astoria Hudson
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- Village Primitives
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- Messco Building Supply
- Ace Hardware
- Sweeter Than Sweet Cupcakes
- Anna's Nails
- Blue Fox Books
- Millspaugh Furniture
- Empanada Nirvana
- Junk Babes
- PBF Cafe

SHOP SMALL

This years event is from 7am-7pm **with 4 raffle baskets worth over \$400 to give out!** The pick up locations for passport tickets are **Montgomery Mercantile, PBF Cafe, Walden Savings Bank at Scotts Corners, Ace Hardware, Astoria Hudson, Montgomery Book Exchange, Java Blue** for the week prior. You must get at least 16 stores to initial your passport to enter to win. Cards are only good for signature on Small Business Saturday

Raffle Baskets:
To participate, pick up your passport, get signatures from at least 16 stores, drop the raffle card in the mailbox at Montgomery Book Exchange, 61A Clinton St. by midnight! Drawing will be Sunday Nov. 27.

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 With a gift certificate to




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Sunday, November 27th at 6pm
 in the
Frederick Myers Veterans Memorial Park

Live Entertainment
 Light Refreshments
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 Santa Claus and Friends!

Season's Greetings!



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2022 HOLIDAY SALE

**MAKE TRAEGER A TRADITION
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 11/16 - 12/24

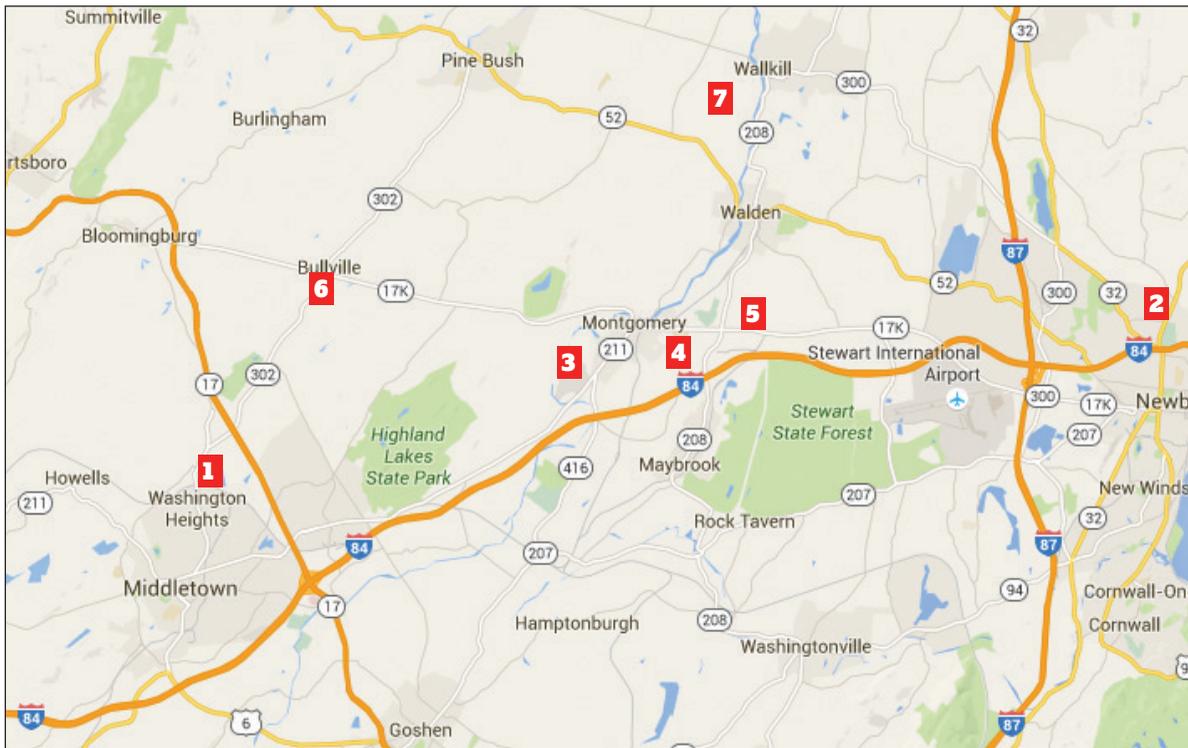



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FRESH CHRISTMAS TREES FOR SALE



4

Fresh Cut Trees

4 to 10 ft tall Balsam, Douglas Fir, Frazier

Poinsettias

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WREATHS plain & naturally decorated
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5

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Starts Black Friday 9am-9pm
NOV. 25 - DEC 24
or until sold out
LOW INVENTORY, SHOP EARLY!
Mon-Fri. 5pm-9pm
Sat. 9am-9pm, Sun. 10am-6pm
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We have Douglas Fir trees!

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1

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DOGWOODACRES FARM

2

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Christmas Trees & Nursery
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Starting Nov. 25 at 10 AM

PRE-CUT TREES OF 6 - 10 FEET plus some limited taller trees

Hours: Wednesday to Friday 4:30 to 8 PM
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6

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Sorry NO TREES this year

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3

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7

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Saturday & Sunday
Nov. 26 - Dec. 18 • 9am-4pm

Grinch 11/27 & 12/4
10am-2pm

Santa 11/26 & 12/3
10am-2pm

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