

Norfolk Insider

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“Small Business Saturday Coming November 28”



Dream Boutique owner Stacy Tjaden looks over some of the Small Business Saturday items given to her by Candace Bossard, City of Norfolk Economic Development Coordinator and Loren Kucera, Director of the Nebraska Business Development Center.

Raising her daughter with strong values of hard work and determination was one reason Stacy Tjaden started her clothing business “Dream Boutique” in downtown Norfolk. Tjaden opened the store at 428 West Norfolk Avenue with the idea of offering shoppers clothes and jewelry they couldn’t get anywhere else.

“Opening a women’s clothing store has always been something I wanted to do and is a way I can raise my daughter to show that with hard work she can do whatever she wants to do,” Tjaden said.

Tjaden’s business just celebrated its first anniversary in business. She’s now gearing up for customers coming in on Small Business Saturday, November 28- the Saturday after Thanksgiving- one of the biggest shopping days of the year.

“Small businesses are the backbone of any community. Promoting Small Business Saturday

shows our support to the small business owners who are really critical to the success of a community. It’s a good jump start of the holiday season,” said Loren Kucera, Director of the Nebraska Business Development Center and a member of the Small Business Resource Team, a group of 12 different area economic development entities working together to provide assistance to owners of small businesses.

The Small Business Resource Team is promoting Small Business Saturday by distributing shopping bags, doormats, postcards, buttons and even little doggie scarves with the Small Business Saturday logo on them. Members of the team will also be giving out materials while they last to small businesses and reminders to the public at booths the week of Thanksgiving at Sunset Plaza and the Norfolk Area Chamber of Commerce.

“In order for communities to thrive, small businesses need to thrive. This program has been successful in drawing the attention to our small businesses. It’s estimated that last year \$14.3 billion was spent nationwide at small businesses over Thanksgiving weekend,” said Candace Bossard, City of Norfolk Economic Development Coordinator.

Small Business Saturday is a nationwide event sponsored by American Express. The Norfolk Area SBRT Facebook page (<https://www.facebook.com/norfolkareasbirt>) is set up to allow people to post selfies while out shopping that day. For more information about Small Business Saturday, contact the SBRT at 402-844-2260 or grow@ci.norfolk.ne.us.