

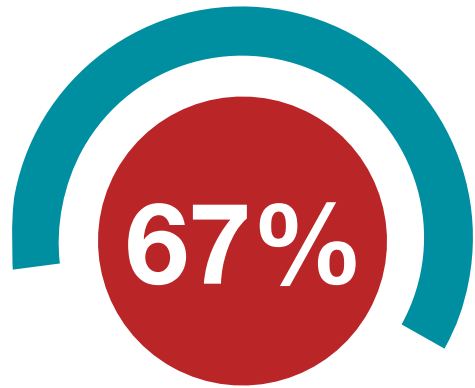
Small Business Matters

Want more information and resources on this week's topics, ideas and events? Go to www.cose.org/smallbizmatters.

SMALL BUSINESS SATURDAY

Small Business Saturday Makes BIG Impact

Sandwiched between Black Friday and Cyber Monday, Small Business Saturday (which falls this year on November 28) is smack dab in the middle of the beginning of the holiday shopping rush. As we approach the 2015 edition of Small Business Saturday, let's take a look at some of the numbers that show how well small businesses did in 2014 in their quest to gain wallet share.



PERCENTAGE OF CONSUMERS WHO ARE AWARE OF SMALL BUSINESS SATURDAY



NUMBER OF CUSTOMERS WHO "SHOPPED SMALL" ON SMALL BUSINESS SATURDAY IN 2014, UP 14.9% FROM 2013

126,000

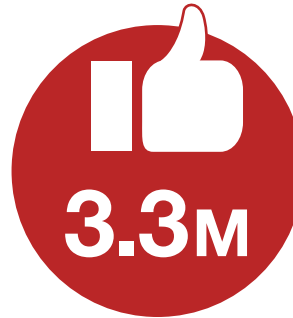
TWEETS SENT IN SUPPORT OF SMALL BUSINESS SATURDAY IN 2014 (+3.3% WHEN COMPARED TO 2013)



DOLLARS SPENT AMONG THOSE CONSUMERS WHO WERE AWARE OF SMALL BUSINESS SATURDAY



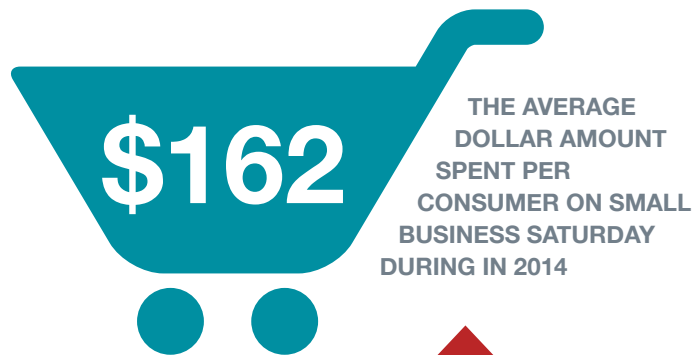
THE AMOUNT CONSUMERS WERE EXPECTED TO SPEND IN 2014



LIKES OF THE SMALL BUSINESS SATURDAY "SHOP SMALL" FACEBOOK PAGE



THE PROJECTED SPEND AT SMALL BUSINESSES ON SMALL BUSINESS SATURDAY IN 2015



THE AVERAGE DOLLAR AMOUNT SPENT PER CONSUMER ON SMALL BUSINESS SATURDAY DURING IN 2014



THE AMOUNT OF MONEY THAT STAYS IN THE COMMUNITY WHEN \$100 IS SPENT AT A SMALL BUSINESS



THE AMOUNT OF MONEY THAT STAYS IN THE COMMUNITY WHEN \$100 IS SPENT AT A NON-LOCAL SMALL BUSINESS

SMALL BUSINESSES CONTRIBUTE
250% MORE
TO COMMUNITY CAUSES AND CHARITIES THAN LARGER BUSINESSES

Statistics were gathered from the National Federation of Independent Businesses; American Express; Civic Economics Study (Grand Rapids, Mich.); Seattle Good Business Network; and the Small Business Administration.

Looking for a rundown of the promotions your local small business community might be running on Small Business Saturday? Visit www.cose.org/sbs for a list of participating chambers and more information about Small Business Saturday.



CONTENT PROVIDED AND PAID FOR BY THE COUNCIL OF SMALLER ENTERPRISES

PRESENTED BY



council of smaller enterprises

November 23

Expert Insights

Why Small Businesses Should Care About Wellness Programs for Employees

COSE recently reached out to members of its Expert Network to address questions related to his or her field. Featured today is Keith Zimcosky, exercise physiologist and owner of Train 2U LLC.



Why should a company care about integrating wellness into its corporate philosophy?

Implementing a wellness philosophy demonstrates that management cares about the health and wellbeing of their employees. Wellness programs help to lower health care costs, reduces absenteeism, achieves higher productivity and reduces workplace injuries. In addition, wellness programs help to improve employee morale and loyalty.

What's the best way to incorporate wellness at an organization?

The best way for a small business to incorporate wellness aspects into its operation is to start a walking program. Walking is safe and offers numerous health benefits. It is free and can be done just about anywhere. Forming a walking group is a great way for people to bond and build camaraderie in the workplace. People tend to stick with fitness programs longer when they are done in a group setting and starting a walking group is the easiest way for individuals to keep healthy while at work.

COSE
expert network

Want more expert advice? Check out COSE Expert Network, an online forum connecting business owners with creative solutions to the tough questions they face every day. Learn more at www.cose.org/expert