



# THE EMPORIUM SCOOP



Welcome, all, to our November issue of *The Emporium Scoop*. We hope so much this finds you all well, and planning for the upcoming holiday season. In years past, this is the time of year we'd be encouraging you to purchase delicious treats from us to meet all your gift-giving and sweet tooth-satisfying needs. If, in fact, that's what you've been planning and are in a position to do, just as before, we'd be extremely grateful for your orders and will look forward to preparing, packaging, and shipping those items for you or to you. There are great gifts available on our website, [www.lakesideemporium.com](http://www.lakesideemporium.com). Be sure to check out the "Shipping News" section to make the process as easy and affordable as possible. Thank you! If, however, you're thinking of alternative ways to make the holidays special, we totally understand. Read on.

Circumstances are very different this year than in the past. Many more people are struggling financially and are, quite literally, hungry. This description fits folks in our community, our neighbors, family members, and perhaps even you. With this being the case, the holidays will, for many, take on a whole new meaning. We all need to ask ourselves how we'll rise to the occasion and address these needs.

If you are in a position to provide help, you may already be volunteering time or donating items or money to local organizations or individuals. Many thanks to you for doing so!! Where appropriate, and if you're willing, we'd love to hear from you if you have names of food pantries or other resources that want those in need to know who and where they are so we can pass that information on. [newsletter@lakesideemporiummedia.com](mailto:newsletter@lakesideemporiummedia.com)

Are you looking for an opportunity to help but not sure where to start? If so, we beg you to consider donating to Feeding America. Lakeside Emporium is sponsoring a fundraiser for this organization that, according to its website, "invests 98% of all cash and non-cash

donations directly into programs and services that help millions of people facing hunger.” We were drawn to it because every dollar given to Feeding America can help provide 20 meals to families facing hunger through its national network of food banks. Donating is easy! Just click on the link below and your donation goes directly to Feeding America. Your kindness and generosity will have a great impact at a time when your help is needed the most. Thank you so much for considering donating to our fundraiser!

<https://teamfeed.feedingamerica.org/participant/Lakeside-Emporium>

In addition, if you are, or someone you know is struggling and not able to get to a food or clothing pantry or not having any success in getting assistance, please notify us via email of the situation, name, and contact info. We will do all within our power to find or provide help. [newsletter@lakesideemporiummedia.com](mailto:newsletter@lakesideemporiummedia.com)

Thank you so much for subscribing, for reading, and for caring!! We look forward to hearing from you! And whether it's an order to process, the name of a resource to pass along, or the opportunity to help you or someone else, we thank you from the bottom of our hearts for the privilege.



# SOMETHING TO CONSIDER....

“Miss Jean Louise, stand up. Your father’s passin’.” That line, at the conclusion of Chapter 20 in “To Kill a Mockingbird”, took on an extremely profound double meaning as I read it aloud that late summer day in 2001. I quickly handed the book and the job of designated reader to my mom, mostly so I could pull myself together, but also to ensure a seamless continuation of the story so my father wouldn’t have too much time to concentrate on the words I’d just read. He was dying of an aggressive form of brain cancer, and we would often read to him for purposes of engagement and distraction during that time. It was difficult not to choke up as I read the second sentence at face value.

The character delivering that line in the story, however, was not telling Miss Jean Louise to stand because her father, a lawyer named Atticus Finch, was passing *away*, but rather passing *by*. He had just been ruled against by the jury in a racially charged case in which he had, by all standards, successfully defended an innocent man whose life was at stake. His daughter was being encouraged to join with those who respected her father for who he was and what he stood for to rise as their hero walked by. It was that meaning of the words I was reading that really stopped me in my tracks that day. I felt about my dad the way those standing in the courtroom felt about Atticus Finch. He was my hero.

Consider, please, for just a moment, a few definitions of that word – “a person of distinguished courage or ability”; “someone who acts with courage, selflessness, & compassion, often in spite of their own fears, to help others”; those who “prioritize the greater good over their own personal concerns and are motivated by a desire to serve others without expecting anything in return”. In most basic terms, a hero is a *good person*. I think my dad fits that category. Like many others, he was an immigrant who survived war and persecution as a child in Poland during WWII and came to America in his early teens. He was so enamored with and grateful to be a part of this country and all it stood for that he joined the army, and went back overseas as a soldier, even before he became a citizen here. He went on to marry, raise a family, and worked tirelessly to build not one, but eventually four small businesses. The intent of each was not just to support his family, and to employ others, but the community at large by the everyday services provided (service station/convenience store; towing company; trucking; building/contracting). I was awed by the brave journey that led him and his family to freedom in a foreign country, his willingness to defend it, his drive, hard work and self-sacrifice that enabled him to succeed as he gave back, and, finally, his courage in coping with a fatal cancer diagnosis.

The fictional Atticus Finch, my dad, yours, our moms, neighbors, teachers, classmates, nurses, first responders, - “everyday” people may all be considered by many of us to be heroes. They don’t have to perform extraordinary feats to receive that status in our hearts and minds. It’s who they are and what they stand for. Their character is what we admire and want to emulate. It’s the way they live their lives that earns our respect. They are good people. So many of you, our amazing customers and now readers, deservedly hold that place in our hearts as well.

It's times like the one we're in now that we remember, look for, and need heroes more than ever. Not all of us have been fortunate enough to be able to witness heroism within our family, immediate social circle, or even discover them in books or movies. As we seek them, and, hopefully, help others do the same, the importance of the word's definition is paramount. We must resist equating the word “hero” for its often-used synonym, which is “star”. How easy it's become to elevate those who are popular in the world of entertainment to hero status based on wealth, looks, fan base, or, sadly, ways in which they minimize and mistreat others. For a star to be a hero requires a totally different set of characteristics (see paragraph #3!). It's imperative that we do all we can as a society to help those who are not aware of the difference to learn what real heroism requires as we all strive to live our lives courageously, with compassion, and with a desire to help others.

With that mission in mind, we'd like to enlist your help in identifying and acknowledging those individuals who are living their lives and contributing to their families and society in ways worthy of role modeling. Many of you whom we've had the honor of getting to know as customers will see heroes reflected in your bathroom mirror, though you may be too humble to agree. Have conversations with your friends and co-workers about your definition of heroism, and most importantly, talk to your children and find out who they look up to and why. Help them develop a list of worthy characteristics to look for and strive to emulate. Please. Together, let's take this important step in making the world better. At the very least, let's “stand up” and show our respect for those good people as they pass by in our lives. At best, let's do all we can to be worthy of the same. If you'd be willing to share your thoughts, we'd love to hear from you. [Click here to send your thoughts, questions, ideas, and requests](#)

Speaking of heroes, November 11 is Veterans Day. Thank you to all who served!

## SOMETHING MORE TO THINK ABOUT....

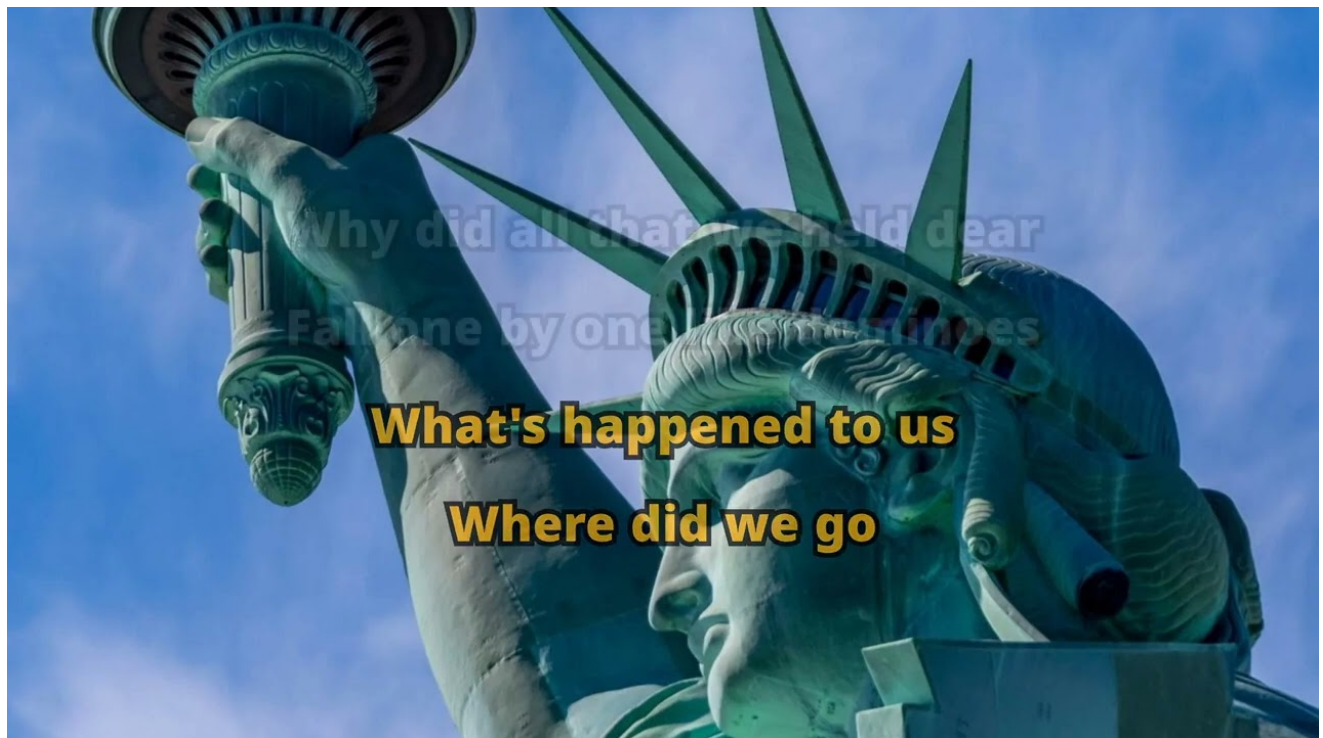
*If someone listens, or stretches out a hand, or whispers a kind word of encouragement, or attempts to understand a lonely person, extraordinary things begin to happen.*

**-Loretta Girzartis (b. 1920)**

**American writer & educator**

As a society, we have gone through and are going through some very trying times. Friendships have been damaged and families are divided. Let's strive to get back to a time where we listened to each other and still cared for one another despite our different beliefs, whether they be religious, political, or what we're having for dinner. Let's get back to love and compassion before all else. Gary Samples wrote the song and created the video below to encourage us to do just that. Together we can do better.

REMEMBER (We can do better)



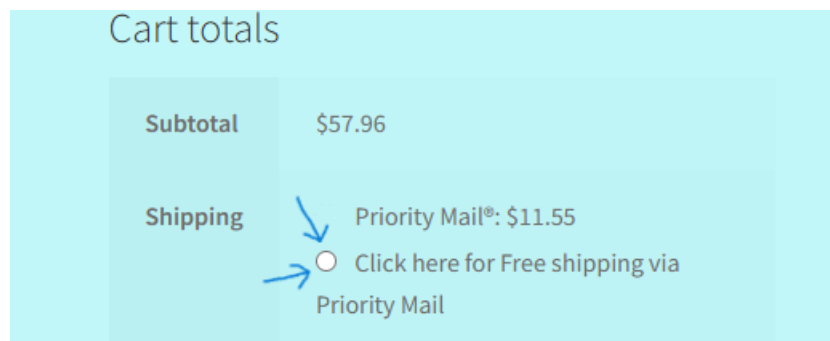
**Press the picture to play the video**

## SHIPPING NEWS

We've added a few new items this month for you to choose from on our website. Because our truffles have always been so popular, we've expanded our online offerings to include our 6-piece "regular size" and 6-piece "dessert size" truffles. These are great for gift-giving, just like our 24-piece box that's been a staple at [lakesideemporium.com](http://lakesideemporium.com) for years. Buy them individually, or order several to have on hand as gifts (remember, if your order totals \$50 or more, it ships for FREE!).

### **To thank you for ordering from [lakesideemporium.com](http://lakesideemporium.com), all orders \$50 and up SHIP FREE!!**

Here, dear newsletter readers, is the way to ensure your order ships free! When your order of \$50 or more is in your "cart" and you're getting ready to check out, click on the button that says "Click here for Free Shipping via Priority Mail" (see below). It's easy!



As you peruse our website, you'll find other packages that offer free shipping. One of them is our **Fudge Trifecta**, which contains a pound each of chocolate, peanut butter, and maple walnut fudge, and **SHIPS FOR FREE!!**

# CHALLENGE CORNER



Are you ready for your next opportunity to win a mystery package valued at over \$25? Good luck and have fun!



**BE ONE OF THREE LUCKY WINNERS.**

Give us your best guess as to what is in the picture. Send your answer along with your name and address. [Click here to send your answer](#)

### **Lakeside Emporium October Contest Winners**

Thank you to all who participated in the October newsletter contest! The hidden message was PRESTO. It was found by taking the first letter of each sentence in the clue.

**P**robably you are thinking that this would be a waste of time. **R**eally, it's fun and pretty simple. **E**veryone, no matter how old or young, should give it a try. **S**ometimes you may get a little frustrated. **T**he best thing to do is keep trying. **O**ftentimes, after you've figured it out you'll say to yourself, "I should have seen it, it was easy."

Congratulations to the three lucky winners who were randomly selected from all who sent in the correct answer:

*Emily Baker*

*Sheryl Reed*

*Jenny McNeill*

Your gift packages will soon be in your possession!

# SEE YOU NEXT MONTH!



# HAPPY THANKSGIVING!

