



# THE EMPORIUM SCOOP



The calendar has been flipped over to reveal the beginning of a new month, reminding us how quickly this year is flying by! As fall color tours ensue, and school midterms cause student jitters, it'll soon be time to start planning for – dare we say it? – the holiday season! As your thoughts vaguely head in that direction over the next several weeks, we hope you consider allowing us to make gift-giving easy so you can concentrate on enjoying the season more. Check out the “Shipping News” and “Discounts & Special Offers” sections for details!

We are so thrilled to have had so many of you participate in last newsletter’s “key search”! The names of the five winners that were randomly drawn on October 1<sup>st</sup> from the list of all who participated can be found in the Lakeside Emporium September Contest Winners section. Congratulations! Your mystery packages will soon be at your doorstep. Thank you for taking part! Now, we hope you’re all ready for the next winning opportunity, because your “challenge” awaits you. Check out the video and description in that same section for how to go about it.

In last month’s newsletter, we explained the new direction, or area of focus that the Lakeside Emporium was embarking upon, and how it’s our sincere hope that you’ll join us on this leg of our journey. To that end, we’ve added a new section entitled “Consider This”. We are hoping this section will, at the very least, provide some food for thought, and perhaps over time lead to some action items.

Thank you so much, dear Lakeside Emporium community/family, for subscribing to and reading our newsletter. We remain forever grateful for our connection and your support. Wishing you all the very best and looking forward to continuing to communicate with you.

# SOMETHING TO CONSIDER....

“How are you?” “How ya doin’?” When you read those words and envision yourself either delivering or hearing them, how would you define them? Maybe you see these as a common, simple, and widely accepted form of greeting, stated along with a quick nod of the head as you pass someone in the store & then both continue on your way to complete your shopping. Perhaps you regularly start a text that way or with a similar phrase before you launch into the main intent of your message. Certainly you’ve been on the receiving end of a phone call initiated by those or similar words.

Now that said greeting has been issued, what’s next? As the receiver, do you consider anything more than a standard, “Good, you?”? If you’re the one “asking”, do you really intend to elicit an authentic reply? How many times, if ever, do any of us really want, or deliver a true answer to the question, “How are you?”? After all, we move through our daily tasks so quickly, understandably out of necessity – life is fast paced! It seems impossible to complete our to-do lists at our jobs or homes when so much is demanded of us each day. Inevitably, there just isn’t enough time to hear or answer with anything more than a quick “Fine! How about you?”, or “Believe me, you don’t wanna know!” as we head down the grocery aisle or sail through the office.

Have you ever been on the receiving end of a genuine, heartfelt question about your current state of affairs? It’s possible you may have felt a hint of real interest or concern. Depending on what was going on in your life at that particular time, that instant of feeling connected may have been just enough to momentarily lighten the personal burden you may have been carrying, even as you answered that greeting with nothing more than an “oh, I’m okay”. And if all was well with you, what a wonderful second of being able to confirm that with someone who cared enough to ask.

This is not to suggest that we all need to be prepared for long interactions each time we encounter someone. Even if the desire for that type of connection was there, sadly, as stated before, our busy schedules don’t necessarily allow for that. However, in a time when people of all ages and walks of life are feeling “unseen” and “unheard”, it is important to consider reevaluating the impact one can have when initiating this simple method of greeting each other. Worried about a response you may not have time or even the expertise to handle? Then just concentrate on the real connection of smiling, looking your fellow human being in the eye, and delivering a “Hi – so nice to see you!” and mean it. You’d be surprised what that fleeting interaction may mean to someone. And, believe it or not, you’ve done something good for yourself as well. If your encounter does lead to someone relaying a problem or worrisome information regarding their life, even a heartfelt “I’m so sorry to hear that! I’ll keep you in my thoughts” can convey your concern, assuring the individual that they were heard. In some instances, just that small interaction may help someone feel better, and may even lead to help or a solution to the issue down the line.

So many of us want to “do something” to counteract the cruelty, meanness, disrespect, and inhumane behavior that has permeated our country and our lives. We feel so helpless in regard to making a difference, trying to make things better. The act of greeting someone kindly, seeing them, and, even for a short while, hearing them, helps both the greeter and receiver remember that we are all in need of and entitled to recognition as equal beings who rely on each other to navigate our lives. Now, more than ever, it is imperative that we open our eyes and ears, which will then enable us to open our hearts and live more compassionately. Please consider, the impact, the gift of asking “How are you?”.

## **DISCOUNTS & SPECIAL OFFERS:**

We're thrilled to be able to use this second edition of our newsletter to announce our new Subscription Service! This is an opportunity for you to order 3 once-a-month deliveries to come to you, or to go to family, friends, or clients. You or your chosen recipient will receive a delectable selection of chocolates, truffles, chocolate covered nuts, and fudge, all individually packaged and presented in a ribboned gift box. Each month's selection will contain a different variety or flavor of the same items. You may even include a personal note to accompany each month's selection. Simply use the "Notes" section when ordering to specify recipients, their addresses, and a message to include on a card to accompany each gift. The Notes section is on the checkout page directly under your address information. See the example below.

Additional information

Order notes (optional)

October: Ship to John Doe 123 Oak St., Anytown, MI 49456  
Include Note: Congratulations on your promotion!

November: Ship to my address

December: Ship to Jane Public 888 Sunnyside Dr. Peoria IL 65625  
Include Note: Merry Christmas!

Each month's delivery will retail for \$60, but your cost is only \$50 and will of course SHIP FOR FREE! So, for \$150, you will receive or give \$180 worth of items, received over a 3 month period. And, it's easy! Select the subscription service just as you would any of our other packages or gift boxes at [lakesideemporium.com](http://lakesideemporium.com), and we'll then send your gift by the middle of each month (October, November, and December – in time for Halloween, Thanksgiving, and Christmas)! What an easy, cost effective way to treat yourself or let someone know you're thinking of them each month in the sweetest, most delicious way possible!

This is a limited time offer! Go to [lakesideemporium.com](http://lakesideemporium.com) right away and place your order for our fall edition of our Subscription Service! Thank you so much for your consideration!

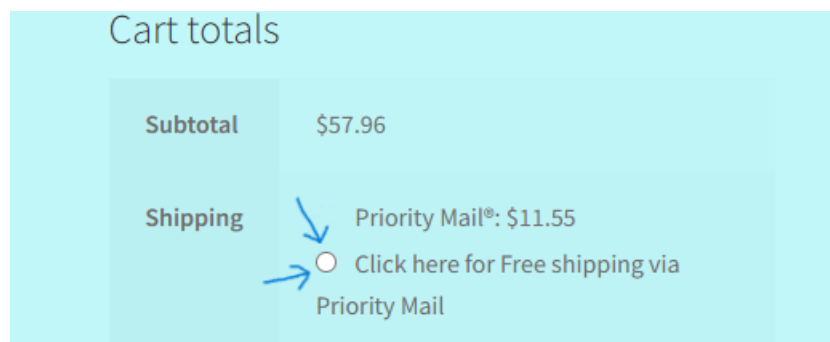
## SHIPPING NEWS

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!).

Now that we're already into October, don't forget to order a Halloween Family Fun package! This year's version contains: our homemade fudge, sweet jelly pumpkins, Halloween chocolate mix, Halloween dextrose candy mix, sour jelly pumpkins, and a mixed gift bag of sweet individually wrapped treats! Whether you're sending it to yourself, or someone else (if so, put their name and address in the "Notes" section), 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!!**

Each season, we'll also offer a special trifecta to reflect seasonal tastes. From now through October 31<sup>st</sup>, you can order our **Fall Fudge Trifecta**, which contains chocolate, pumpkin walnut, and caramel apple fudge! Yum! And, again, this package **SHIPS FOR FREE!!**

### ***Lakeside Emporium September Contest Winners***

Thank you to all who participated in our first newsletter contest! It was so great to hear from you and have you search for “the key”.

Fudge TRIFECTA – Ships  
FREE\*!! – Put ship to info  
in Notes section

\$47.97

Introducing the Lakeside Emporium 🗝️ FUDGE TRIFECTA!! It features 3 of our most requested fresh, homemade fudge flavors—Chocolate, Peanut Butter, and Maple Walnut. The package consists of one pound of each flavor and ships FREE to you or any of your friends or family. Put “Ship to” info if different in the Notes section.

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

*Emily Baldus*

*Whitney Blood*

*Cindi Kaiser*

*Cyndi Smith*

*Dana Tomaras*

Your gift packages will soon be in your possession!

Are you ready for your next opportunity to win a mystery package valued at over \$25? Press the picture below to play the video for instructions! Good luck and have fun!

# CHALLENGE CORNER



BE ONE OF THREE LUCKY WINNERS. PRESS PICTURE TO PLAY VIDEO



Probably you are thinking that this would be a waste of time. Really, it's fun and pretty simple. Everyone, no matter how old or young, should give it a try. Sometimes you may get a little frustrated. The best thing to do is keep trying. Oftentimes, after you've figured it out you'll say to yourself, "I should have seen it, it was easy."

Find the hidden message then click the link below to send an email with the **answer and your name and address**. All correct entries will be entered in a drawing and 3 winners will receive a mystery package valued at over \$25. Thank you for playing!! [Click here to send your answer](#)

