

Lake Area Shoppe Girls Ask Consumers to Shop Local

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Lake Charles, LA—February 2nd, 2010—Lake Area Shoppe Girls was formed in February of 2009 to help support and promote local, women-owned businesses. A mother/daughter team, Rebekah Dressler and Sharlene Boyle of 505 Imports, saw the need to develop a group that would provide resources, support, and connections for women entrepreneurs. Specifically, they were interested in a forward-thinking group of members who would work together in creative new ways to deal with the challenges that face small businesses today.

Women business owners contribute more than \$3.6 trillion to the marketplace each year, and for the first time, women own half the businesses in the U.S. It is important to the founders of Shoppe Girls to fuel the fires of women who are creating new jobs and helping to lead the nation out of recession.

Collectively, the members of Shoppe Girls represent many different phases of industry, such as a furniture store, kids clothing store, photographer, catering company, jewelry maker, private investigator, day spa, medical spa, women's clothing store, hair salons, and much more. The common denominator of the group is the intense enthusiasm for the business each has created. The members believe in being passionate about their businesses and in delivering unique, quality-driven products or services. They also believe that they can make a difference in each other lives and in the success of each of the individual businesses.

The Shoppe Girls meet once a month, each time in the business setting of one of the members, and discuss topics such as advertising, marketing, social media, brand development, financials, employees, etc. It is a wonderful informal setting where ideas and information are shared with a desire to support and encourage. Several joint advertising campaigns have been initiated by the group—to promote the individual businesses and to introduce the Lake Area Shoppe Girls to the community.

The message of “shopping local” is resounding even louder than ever in these economic times. Members of Shoppe Girls are wholeheartedly supporting the 3/50 Project, a grass roots movement dedicated to saving the local economy. The goal of the movement is to encourage individuals to think of three local businesses that they would miss if the shops/services disappeared and collectively between the three spend \$50 per month in support of those businesses. The 3/50 Project supports independent, locally owned businesses by inspiring consumer loyalty to the storefronts that directly fund their communities.

We ask consumers to consider the following: when you think about dining out, consider your locally owned café instead of a big chain restaurant. When you need new furniture, clothing, jewelry, or a gift, visit your locally owned boutiques instead of big department stores. When you want to splurge on something special, patronize a small business that offers a more unique product than a larger mass-produced product store.

Supporting each other as well as other local businesses, developing innovative techniques for marketing and advertising, reaching out to the community with unique, quality-driven products and services—all these ideas represent the LA Shoppe Girls.

For more information on the Lake Area Shoppe Girls, please contact Rebekah Dressler at rdressler@505imports.com or 337-802-5055. Coming Soon— www.lashoppegirls.com.