

## **SUPPORT ENTREPRENEURS ON SMALL BUSINESS SATURDAY AND GIVING TUESDAY**

PIERRE (SD) – The South Dakota Retailers Association (SDRA) and Junior Achievement (JA) of South Dakota encourage you to shop Mom & Pop businesses on Small Business Saturday Nov. 28 and support organizations that teach entrepreneurial skills on Giving Tuesday Dec. 1.

SDRA and JA support current and future entrepreneurs and celebrate the skills that make them successful.

"The Saturday after Thanksgiving is a great time to support small businesses within our communities," said SDRA Executive Director Nathan Sanderson. "This year, we encourage you to also consider the entrepreneurial and financial literacy skills our store owners need to run a thriving business."

Small business owners possess perseverance, adaptability, and courage. JA works to develop these enterprising skills in students by bringing experienced community members into classrooms to teach children these practical, worthwhile skills. This year, that learning is happening virtually, but the lessons are more important than ever.

A recent survey by research firm ENGINE Insights shows that nearly one-in-four teens (22%) say they are less likely to consider starting a business as an adult due to the impact of COVID-19. The release of the survey results coincides with National Entrepreneurship Month this November.

"Entrepreneurship drives innovation, creates jobs, and builds communities, but these survey results raise some concerns about what business creation will look like in the future," said JA of South Dakota President Kayla Eitrem. "It's important that we encourage young people to consider business ownership as a worthwhile career option for the future. That's why entrepreneurship is one of the main areas of focus for Junior Achievement's educational experiences."

In South Dakota, many shop owners have taken skills learned in JA and brought them directly into their own businesses.

"Junior Achievement is a great program for teaching needed skills we use every day in business," said Kevin Nyberg, owner of Nyberg's Ace Hardware. "We're teaching the next generation of entrepreneurs in South Dakota."

"Finance, accounting, and basic money management are useful skills for life and work," says Nancy Savage, owner of Child's Play Toys. "If we can help inspire youngsters to be business owners, they will give back to the communities that supported them."

As you make your way to Main Street this weekend, consider looking at local by remembering to Shop Mom & Pop on Small Business Saturday, and contribute to organizations that instill bedrock entrepreneurial skills in South Dakota's future community leaders.

To learn more about how the South Dakota Retailers Association supports small businesses visit [sdra.org](http://sdra.org). Inspire future entrepreneurship today with a gift to Junior Achievement of South Dakota by visiting [secure.qgiv.com/event/give20](https://secure.qgiv.com/event/give20).

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**The South Dakota Retailers Association (SDRA)** is one of the nation's oldest and largest trade organizations, operating as the South Dakota Restaurant, Grocers, and Hospitality associations and representing nearly 4,000 businesses. Learn more about SDRA's support for South Dakota's business community online at [sdra.org](http://sdra.org) or find us on Facebook.