

**SMALL
NATION**

NEWSLETTER
FROM YOUR FRIENDS
AT SMALL NATION



MAIN STREET

MARKETING NEWS

WHERE SMALL MARKETING IDEAS CAN ADD BIG
DOLLARS TO THE BOTTOM LINE

Q1 2021

From the Desk of Jason Duff

2020 was clearly traumatic for a lot of small business and communities. But like they say, every crisis provides opportunities. Over the past 12 months, we've seen some real innovations in small businesses – investments in digital technology, adaptations of business models, and more. So while 2020 will be remembered as a year of trials, it will be remembered as a year of triumph by some also. Here's a great read on finding creative ways to survive the pandemic.

Although it's not over yet, there are a lot of positive signs that by April. New infection rates should really start to go down – we're already seeing

hospitalizations fall, and by Summer, hopefully we can all return to a degree of normalcy. Vaccine distribution continues to ramp up and should only help this momentum. The unknown is, what trends are here to stay? Our team at Small Nation is really bullish on younger people giving small towns a second look, especially now. We think if communities can get their acts together and present their towns as fresh and exciting, we can see a rural renaissance in 2021 and beyond. We believe in this so much, that we're bringing Coworking to small towns. Our first BUILD Cowork + Space is now open in Downtown Bellefontaine and Marysville is up next.

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Speaking Truth to Showers

I'm so thrilled to see the arrival of April – the first full month of spring.

What would April be without the proverbial April showers? I'm sure you know the old saying, "April showers bring May flowers." Man, I dig those April showers! And I dig those May flowers. (I just don't dig the cease-and-desist orders I get from the owners of those flowerbeds I dig!



MAC'S BLOG

Wish I could afford a good lawyer to spring forward and make those finicky landscapers fall back.)

Not that I'm jealous of whoever came up with the "April showers" slogan, but I've struggled getting my own summertime phrase to catch on with the public. Alas, people just didn't embrace "August

>> turn to page 2

A little about MAC: Mac is Jason's 5-year old active Sheltie who loves veggies - green beans to be exact, but he eats all kinds of other vegetables too. He hangs out with Jason when he's working at Grandma Jackie's house with his other pal Zoe, who is a 76lb German shepherd. Mac thinks that he is just as big as Zoe, but he's actually a little dog with a lot of confidence. He loves to play soccer and run outside, especially if he can corral other dogs in the neighborhood. He also enjoys stealing and hiding socks. Mac wanted to write a blog post, and we didn't have the heart to say no. We take no responsibility for the goofy things he comes up with. He does love to receive letters, though.

WHAT'S INSIDE

Interview with
Jonelle Lewis, Owner
and Advanced
Manicurist at Luxe
Salon, Spa and
Boutique

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Mac's Blogfrom Page 1

droughts cause canine pouts." Everybody's a critic!

But I digress. Back to the April showers. It's so easy to nap when hearing the gentle pitter-patter of the rain against the roof. And there's something indescribably satisfying about the clean, fresh smell of the air after a brief shower. Believe me, most of you would rather smell something that has passed through a stratocumulus cloud than something that has passed through Rover's gastrointestinal tract.

I love experiencing rain in person (in canine?), but I also love those nature programs featuring slow-motion time-lapse photography of a raindrop falling earthward and splashing against the pavement. It's much more soothing than the eternity that passes when your master does a slow-motion job of pouring the kibble. ("Nooooo...I'll kick the bucket before you fill that bowl!")

I like to see rainclouds approaching, but I don't indulge in the human habit of trying to discern pictures in the clouds. I mean, I love people, but they also have this weird habit of pretending to see some sort of coherent message in all those incomprehensible "No Dogs Allowed" and "Keep Off the Grass" signs. Bless their hearts.

I maintain quite a playlist of songs about precipitation, including "I Love A Rainy Night" and "Raindrops Keep Falling on My Head." But "It's Raining Men" by The Weather Girls lacks a certain je ne sais quoi. Wait! It just hit me! Changing the title to "It's Raining Mailmen" would give it heaps more crossover appeal!

When it rains enough to form nice puddles everywhere, my evening walks become a real adventure. I hear the puddles calling my name, rank, and vaccination number and can't resist dragging my master through them. I guess I know how Ulysses felt when he encountered the Sirens. Except instead of stuffing wax into sailors' ears, I rush home to stuff treats into my belly. Potato, po-tah-to.

My fascination with April showers almost made me become a meteorologist. But I'm more used to encountering rear ends than fronts, and the only pressure system I deal with is the one that includes phrases such as "Why can't you behave more like Mrs. Brown's poodle?"

Go out and enjoy April! Let a smile be your umbrella! And find some sort of substitute for galoshes, too. I think I chewed those up. Sorry.

From the desk...from Page 1

With a new year comes a new look at health and wellness. I'm excited to start the new 8-week challenge at Anytime Fitness in Downtown Bellefontaine. Health is always something I want to commit more time to, but it usually falls to the backburner. This class has been a great way to hold myself accountable and start working on our health for 2021. And with Dash & Joey's opening soon, I have no excuse to get off track!

Follow me every week on social media (my professional page) and the small nation page

Jason

INTERVIEW

with Jonelle Lewis, Owner and Advanced Manicurist at Luxe Salon, Spa and Boutique

We caught up with Jonelle Lewis, Owner and Advanced Manicurist, to find out more about her LUXE boutique.

Q: why did you open a boutique?

A: The boutique made sense with the salon. The Lake needed more shopping opportunities for our locals and for our seasonal visitors. It also fit in my vision to have a place where people can come and get that boost of confidence that we all need occasionally. Nails school was something I did on a whim. The idea for the shop, came when I realized I wanted to help others feel beautiful. Sometimes that is as simple as finding that perfect top that accentuates your best features.

Q: What kind of items do you carry?

A: Our boutique items are inclusive to those who aren't the "average" size. Women don't come packaged as average. We offer our Curvy collection to ensure women with beautiful curves can feel great in pretty clothes as well. Not many boutiques have options. We carry up to 3x and size 22 in jeans.

We are the only place at Indian Lake to offer swimwear for females and males. We keep a few men's tees and sunglasses in stock as well. Along with our curvy collection and swimwear we carry Kancan jeans, tops, clothing for the season, accessories, and hand crafted pottery.

Q: what fashion tips do you have for 2021?

A: The most important thing with fashion is to feel comfortable in what you wear. There is nothing more beautiful than a person who feels confident leaving the house in that perfect outfit.

SHOP HOURS

Sunday	closed
Monday	closed
Tuesday	10-6
Wednesday	10-6
Thursday	10-8
Friday	10-6
Saturday	10-3

f Facebook page: **@luxeatlakeside**
@ Instagram page: **Luxe_at_the_lake**
📞 Main phone number: **937-633-0057**



Introducing BUILD Cowork + Space Bellefontaine: A collaborative work community designed to inspire, connect and enable small businesses and solopreneurs. Located in 8,000 square feet of space in a renovated historic structure Downtown Bellefontaine.

BUILD Cowork & Space features community work space, dedicated desk space, private offices and executive suites surrounded by all the amenities you'd ever need to succeed.

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We're creating a space where ideas and access become the building blocks of business.

We are accepting membership now.
Details at <https://buildcowork.com/>



Small Nation Available Properties.
Contact info@smallnationstrong.com if interested.

Commercial Properties



Residential Property



Hi-Point Nutrition Opens in Downtown Bellefontaine

To many, the thought of opening a business during a pandemic would be out of the question. It has been a year that's presented challenge after challenge for business owners; yet, you have people like Melanie Hancock and Sammie Ropp who decided to take those challenges head on and fight for a business they wholeheartedly believe in.

and Sammie constantly faced as they worked to open HiPoint. However, their accomplishments and triumphs have outweighed all adversities. These are the moments that helped build this company and this brand and these are the moments we like to highlight. This is the story behind HiPoint Nutrition.



This fight led to opening HiPoint Nutrition, a health and nutrition shop selling Herbalife Nutrition teas and wholesome shakes located in the most lovable downtown of Bellefontaine, Ohio. With Melanie as the owner and Sammie as her partner in business, they made for the perfect power duo to have taken this journey and to create a staple for our downtown. It wasn't easy, but with the right team and a great support system through Small Nation and their families and friends, Melanie and Sammie are here today excited to watch their successes continuously grow.

With their official opening in November of 2020, you can imagine the setbacks and hurdles Melanie

Sammie is the owner of Downtown Nutrition in Urbana, Ohio and was looking to expand her brand. She needed someone as passionate about the health industry as she is to make this dream a reality. That someone was Melanie.

Sammie and Melanie had become friends through mutual connections years ago and Melanie was a devoted regular at Downtown Nutrition, driving forty minutes at least three days a week for her favorite Herbalife teas. As she regularly incorporated these teas and other Herbalife Nutrition products into her lifestyle, Melanie felt refreshed and loved the newfound energy she had. When Melanie heard that

Sammie wanted to establish another Downtown Nutrition branch, she was more than ready to hop on board. After her experiences with Herbalife and the connection she felt to the Downtown Nutrition family, she was also a matchless fit for the role.

During her numerous trips to and from Urbana, the small town of Bellefontaine caught Melanie's eye. She had known the town from back in the day but after moving away and after her time serving in the Navy, it had been years since she truly experienced the town. The downtown especially had grown and changed into this community filled with dreamers, visionaries, and doers working to create big city feels in small town living. Melanie knew it was the perfect location to start her branch of Downtown Nutrition.

One DORA evening as Sammie was enjoying some drinks and exploring downtown Bellefontaine, a "for lease" sign on an empty storefront drew her attention. Sammie and Melanie took immediate action to contact Small Nation, the owner of the building; within two weeks they were signed onto the lease and their journey in building HiPoint had begun.

Working with Small Nation made a significant impact on the ease of opening and helped to connect Melanie and Sammie with the small knit community of business owners located within the downtown, even with the chaos of 2020 happening around them. There were many trials and tribulations presented with COVID-19; however, Small Nation was there to uphold their successes every step of the way. From construction setbacks to all the additional regulations a business must establish during these unprecedented times, Melanie and Sammie could count on their support system to carry them through and help them to see the light at the end of the tunnel.

As they drew closer to their grand opening, HiPoint Nutrition already had a continuously growing following. By the impact of word of mouth and some social media marketing,

people were lining up to be the first to try their healthy teas and shakes. Being part of a small town such as Bellefontaine has proved to be one of Melanie and Sammie's favorite assets. Whether it's another local business or someone within the community, they are surrounded by people who are wishing them to succeed.

If you've yet to stop by HiPoint Nutrition, now's the perfect time to change that. Melanie or Sammie will be sure to greet you with a smile and a refreshingly delicious tea. Bellefontaine has gained another amazing business.



**HI-POINT
NUTRITION**



SOOTHING
GOOD FOR DIGESTION, STRESS, ENJOYING A TEA OR SHAKE.



ENERGY
DIFFERENT LEVELS OF ENERGY AND DIFFERENT HEALTH BENEFITS.



HEALTHY MEAL
MEAL REPLACEMENT SHAKES.



CAFFEINE FREE
Strawberry Splash

LEVEL 1
Freshly Brewed Tea and Gentle Boost

Raspberry	Cinnamon
Lemon	Original
Chai	Peach

LEVEL 2
Energizing Fru-Tea

Pom Bomb	Lemon Drop
Orange Bolt	Fusion Burst

LEVEL 3
All The Energy

Wonder Woman	Captain America
Spiderman	Aquaman
Thor	Hulk

MEGA TEAS

Pop Rocks	Just Peachy
HPN Sunrise	Shark Bait



CLASSICS

Cookies & Cream	Dutch Chocolate
Banana Caramel	Orange Cream
French Vanilla	Café Latte
Mint Chocolate Chip	

CHOCOLATE & PEANUT BUTTER

Mocha	Reeses
Chocolate Covered Bananas	Peanut Butter Cheesecake
Peanut Butter Cookie	White Chocolate Reeses
Oreo Peanut Butter	Brownie Batter

FRUITY

Summer Strawberry	Blueberry Muffin
Lemon Ice Box	Banana Muffin
White Chocolate Raspberry	

SWEET TREATS

Cookie Dough	Wedding Cake
Birthday Cake	Caramel Latte
White Chocolate Mint	Lemon Meringue Pie
Blueberry Cobbler	Banana Cream Pie

MUSCLE MENU

Buff Brownie	Epic Elvis
Shredded Cookie	Ripped Reeses
Muscle Mint	



SHOT FLAVORS
Cranberry | Mango



UPGRADES

Beauty Booster	Extra Protein
Add Fiber	Donut Hole

Newsletter from your
friends at Small Nation

Office Notes

MAIN STREET MARKETING NEWS

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