Popular Rockford Fundraiser seeks to be the country’s largest

The warm days of summer are slowly preparing to make room for the beauty of a Michigan autumn. The Rockford Chamber of Commerce (RCC) is also preparing to welcome the season with Harvest Fest 2018. The event takes place Friday, Sept. 28 – Sunday, Sept. 30 and is filled with family-fun activities celebrating this great time of year,” said RCC Executive Director Linda Southwick.

Shoppers are encouraged to enjoy the Downtown Merchant Scarecrow Contest. Visitors can shop throughout the downtown district and enjoy plenty of savings on merchandise that have been slashed to end-of-season prices, and unique, quality merchandise ushering in the fall season.

The weekend will include many of the favorites of years’ past including a Chili Cook-Off, Tractor Parade, Tractor Show, two Beer Tents, Live Music, Museum Attic Sale, Rockford Rotary Barbecue Chicken, a Craft Show, Harvest Vintage Market, pumpkin decorating, Children’s Costume Contest, Coloring Contest, Kid’s Tractor Pull, and Trick or Treating. Also, the committee is welcoming back a past favorite – hay rides – to add to the charm of the Festival! Another new addition will be a putt-putt golf course in Garden Club Park!

Visitors can expect to enjoy more than 100 classic cars lining Main Street on Saturday. This wonderful car show has always featured a wide variety of makes and years, including some show-stopping entries. Awards are presented to the top 10 entries, and the “Best in Show.”

This showcase not only features classic cars, it also features classic rock with a DJ setting the stage with cool music to listen to as you are looking at sweet rides.

Every fall for the past 20 years, the area next to the dam in downtown Rockford has come to life with activity and laughter as residents and businesses attend Make It N’ Take It Scarecrows. Starting on the last full weekend in September, scarecrows built at this event begin popping up in front of homes, businesses, and schools throughout the area.

This is one of the most popular events in Rockford’s annual Harvest Festival and the following weekend, but the impact of Make It N’ Take It Scarecrows extends beyond providing a fun-filled, affordable, and memorable activity for families to share and enjoy. Two Non-Profits, North Kent Connect (NKC) and the Rockford Area Historical Society and Museum (RAM), benefit from the proceeds.

In 2017 836 scarecrows were built at $10 each. $8400 was raised with all proceeds being donated. In its 20 years, $84,972 has been raised. Thanks to the donation of clothing and many materials and funds to purchase others, 100 percent has been donated to local non-profits.

Organizers believe that this is already the largest, most unique, and most fun scarecrow event in the state and possibly the Midwest - or even further - and the goal for 2018 is to almost triple in size by building at least 2,000 scarecrows over two weekends. Beginning this year, it will welcome an even broader following of thousands of moms, dads, grandmas and grandpas coming to Rockford to build scarecrows and happy memories with their families.

It is expected that this will be the largest Scarecrow Festival of its type in the country.

A $10 donation will give customers everything they need to build a full-size custom scarecrow, PLUS you’ll receive a $10 OFF pizza offer from Vitale’s right across the street.

There is a complete lineup of entertainment starting at 5 p.m. Friday night and all day on Saturday and Sunday starting at noon.

The kids will be thrilled with all the activities geared toward their fun: Garden Club Park is setting up for a petting zoo, and pony rides, bounce house, corn maze and more. On Sunday, will be the costume contest, trick-or-treating, face painting and the Kid’s tractor pull.

Adults will enjoy the Rockford Brewing Beer Tent on Friday, Saturday and Sunday, and in addition to the tasty craft brews, will be featuring some top local talent on their stage. There is a complete lineup of entertainment starting at 5 p.m. Friday night and all day on Saturday and Sunday starting at noon.
The Rockford Chamber of Commerce’s (RCC) celebrated their 23rd annual golf outing in a big way. There were 30 teams that covered the course at Blythefield Country Club to take part in the chamber’s annual scholarship fundraiser July 23.

“We are always grateful for our community’s incredible capacity of giving,” said RCC’s Executive Director Linda Southwick. “It was another great event and we are thrilled with the amount of money raised for the scholarship fund. We are grateful to our chamber members and the community as a whole. We couldn’t do what we do without all of the support we receive during our events.”

Congratulations goes to Dave Robinson, Brandon Boelema, Mark Hill, and Chris Moore for laying claim to the Chamber’s Crystal Trophies. The foursome shot an impressive 58 to become champions!

A number of special activities happened during the event, which included some speeches from a few of the previous Chamber Scholarship recipients, and also an entertaining ball drop that took a number of trials before one of the 150 balls finally landed in the hole.

The Chamber would also like to thank all the sponsors who supported this wonderful Chamber Scholarship fundraiser. “Our sponsors made the event extremely successful,” concluded Southwick. “A big part of the funds raised was due to their support in so many different ways and at so many different levels. It was a wonderful event due to the best membership an organization can possibly have.”

Chamber golf outing huge success
The very popular Chili Cook Off will take place Saturday morning under the Lions Club Beer Tent, with contestants firing up their stoves at 9:30 a.m. and samples being sold at 1 p.m. The Lions Club Beer Tent will also play music on Friday from 5-11 p.m. Saturday will feature cornhole starting at 2 p.m. and live music until 11 p.m.

The Make It and Take It Scarecrow building will take on more real estate this year down by the dam, as they are looking to set a record as the largest in the country on the last Saturday of September. It will also be featured in the dam overlook parking lot for the weekend of October 6th & 7th.

“Harvest Fest is an event where the business community really comes together,” concluded Southwick. “We couldn’t have all the activities for Harvest Festival without the enormous support we receive with all the sponsorships. The non-profit organizations also come together on this weekend and help support the event, in addition to raising funds for their causes. Add on top of that the incredible volunteer support we receive and we are able to put together an action-packed weekend full of fall fun for all members of the family.”

For more information and a complete schedule of events and where they will be located, visit www.rockfordmichamber.com or follow on Facebook.

Gordon Water Systems is proud to be in their 45th year of providing clean safe water solutions to families and businesses throughout West Michigan. They are thrilled to be available to their loyal customers in Northern Kent County with a new location at 4680 14 Mile Rd NE.

The location offers filters, Duracube high purity salt, additives, 3-gallon, and 5-gallon bottles of reverse osmosis drinking water. Coolers are available for purchase or rental. Water softening, iron removal and contaminant removal.

Their hours are Tuesday and Thursday from 9 a.m. until noon. Be sure to stop in and see them in their new location!
RIBBON CUTTING

AUGUST 2018

Flavors on the Promenade is a small restaurant offering delicious crepes, frozen ice cream rolls and coffee, located at 8 E. Bridge St., in downtown Rockford. They celebrated their Grand Opening with a Chamber Ribbon Cutting, Thursday, July 26.

Obenauf Roersma Farm Bureau Insurance of Michigan celebrated their Blue Ribbon Cutting Office of Excellence Ceremony, with the Chamber A-Team, Friday, June 15. It is a local insurance agency offering some of the best home, auto, life, term and commercial insurance available here in Michigan, and is located at 6207 Brewer Ave.

McDonald’s celebrated their incredible renovations with a Ribbon Cutting, Tuesday, June 12. If you haven’t been in to see the beautiful changes be sure to stop in at 500 E. Division to see what all the buzz is about.

The Chamber hosted a Ribbon Cutting for Lidral Orthodontics, Thursday, May 31. Lidral Orthodontics has more Invisalign® experience than any other West Michigan provider. The business is located at 158 Marcell Dr. NE, #C.

Rockford’s newest bookstore – Epilogue Books – had their grand opening celebrated with a Ribbon Cutting, Saturday, July 14. It is a wonderful place to find your favorite read – and also to sit back and relax with a good book and enjoy the incredible views – inside and out. It is located at 10 E. Bridge St.

The Chamber hosted a Ribbon Cutting for Flavors on the Promenade, Thursday, May 31. Flavors on the Promenade is a small restaurant offering delicious crepes, frozen ice cream rolls and coffee, located at 8 E. Bridge St., in downtown Rockford. They celebrated their Grand Opening with a Chamber Ribbon Cutting, Thursday, July 26.

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Tuesday, June 5, found the Chamber’s A Team at The Mason Jar for their Ribbon Cutting. Between their furniture, paint, candles, custom pieces, adorable gifts, custom signs and super fun classes, they hope you find exactly what you’re looking for. They are located at 5167 Northland Dr., Grand Rapids.

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TITLE Boxing Club Grand Rapids celebrated their Ribbon Cutting, Monday, July 16. It is the perfect place to build up your strength and confidence and is located at 5150 Northland Dr., Suite H, Grand Rapids.

Stites Eye Care: Now detecting eye disease 5 years earlier

If the eye becomes damaged by disease or trauma, it is often difficult to replace vision that may have been lost, which is why prevention of ocular damage is of the utmost importance and has always been their goal at Stites Eye Care. They pride themselves in utilizing all of the newest technology available to care for their patients and have recently upgraded their digital imaging system to make it easier for the diagnosis and detection of a wide range of ocular conditions and diseases. Canon’s new CR-2 digital imaging system utilizes Digital Filter Processing to allow for earlier and more detailed detection of glaucoma, diabetic Retinopathy, hypertension and retinal trauma.

In addition to helping detect diseases early, retinal images provide a permanent and historical record of changes in your eye. Images can be compared side-by-side, year after year, to discover even subtle changes and help monitor your health. Any eye care provider can give you a prescription for glasses. At Stites Eye Care, we continually invest in the latest technologies to detect eye diseases before they cause vision loss. With over 20 years of experience in ocular injuries and disease, their focus is keeping your eyes in good health. They take pride in frequently upgrading our technology so they can continue to offer our patients the advanced level care they have become known for.

Canon’s new CR-2 digital imaging system utilizes Digital Filter Processing to allow for earlier and more detailed detection of glaucoma, diabetic Retinopathy, hypertension and retinal trauma and is used at Stites Eye Care to give their customers the best in advanced technology.

Stites Eye Care is located at 6840-A Northway Dr. NE. For more information, or set up an appointment, please call (616) 863-2020.

www.stiteseyecare.com

Dr. Carl L. Stites
616.863.2020
ChoiceOne Bank selected most innovative community bank in USA

Adom Greenland

“We are very excited to stand out as one of the most innovative community banks in the country, and the only bank selected in Michigan. As the local community bank, we take pride in being a tech-savvy community bank.”

ChoiceOne Bank is pleased to announce its selection as one of the country’s “Most Innovative Community Banks” from research conducted by the Independent Community Bankers of America (ICBA), the nation’s voice for over 5,800 community banks. Twenty community banks were chosen throughout the country for their innovation in the areas of technology, products and branch design.

“For many people, April 15 signifies the end of tax season. At Action Tax Service, tax season is year-round based on the individual needs of their customers. In addition to tax preparation, their client base continues to grow for general accounting, bookkeeping, payroll, and consulting services.

“Local painting company earning excellent reputation

Druckenmiller Painting LLC is a residential/commercial painting company based in Rockford, but services the surrounding areas as well. Whether it’s interior or exterior, they can handle any size job. They’re insured and estimates are free. Check out their Facebook page for rave reviews! Put your trust in Druckenmiller Painting. Call (616) 652-4866 for more information, or to set up an appointment for an estimate.

Action Tax welcomes new employees

For many people, April 15 signifies the end of tax season. At Action Tax Service, tax season is year-round based on the individual needs of their customers. In addition to tax preparation, their client base continues to grow for general accounting, bookkeeping, payroll, and consulting services.

“Many people dislike going to the dentist and don’t put enough time and energy into taking good care of their teeth and overall oral health. At Rogue River Family Dental in Rockford, Dr. Chas Jensen and his team want you to know that you can take your oral health into your own hands by coming in for your regular cleanings and check-ups. Think of it as preventative maintenance on your vehicle, only in this case it is your teeth!”

Dr. Jensen’s top five tips for maintaining a healthy smile

1. Keeping regular check-ups and cleanings. I don’t just want to see you when you have a problem. Our team at Rogue River Family Dental wants to see you and your family every six months for regular cleanings and check-ups. Think of it as preventative maintenance on your vehicle, only in regards to your smile! Millions of Americans don’t see the dentist regularly enough, and are putting themselves at risk of more serious problems later in life. Schedule an appointment with me today by calling 616-866-7720.

2. Flossing frequently enough. I like to tell my patients to try and floss at least once a day. Flossing removes particles of food that get stuck between your teeth causing decay, plaque buildup and gum disease. Make flossing easy by leaving it out in a place you will use it every day, or bring floss with you to work or leave it in your car. The easier it is to access, the more often you will floss!

3. Limiting soda or sugary drinks. Soft drinks are highly acidic and can erode the enamel on your teeth. I encourage my patients to stick to water or unsweetened tea if possible. If you really must have a can of pop, drink it in one sitting. Sipping on a sugary beverage all day is the worst thing you can do to your teeth. Brush or use mouthwash afterward drinking soda to minimize the negative effects.

4. Getting your own teeth cleaned. Rinse your toothbrush when you are through with it and get yourself a new one every three to four months. An old toothbrush can be a breeding ground for germs and worn out bristles don’t clean your teeth very well. Never keep your toothbrush too close to someone else’s either as this is an easy way to spread germs. If you really want to make me smile, get yourself an electric toothbrush.

5. Paying attention to warning signs. As your dentist, I want nothing but the best for your family’s oral health. Listening to your dentist’s recommendations and taking them seriously is important and will save you from more serious issues in the future. If you are experiencing any pain, bleeding gums, bad breath or dry mouth I want to see you and can help.

If you are looking for a new dentist in Rockford, Michigan, give Dr. Jensen a call at (616) 866-7720. We look forward to getting to know your entire family.”
The Rockford Area Museum (RAM) continues to make its mark on history.

Rockford Family Eyecare has been busy expanding in the last few months. They have added two more people to their busy expanding in the last few months. Many of its exhibits were designed and built by a professional museum designer. The RAM has a volunteer staff that is experienced and knowledgeable.

Genealogical and other research assistance is available by appointment. The RAM’s archives are enviable and include files on area buildings, homes, churches, organizations, families, businesses, and events. They even have Rockford’s local newspapers and microfilm of them dating back to the 1870s. Their files are a gold mine of information. Three exhibits and programs that also set RAM apart are:

1. A display of Rockford High School Class photos from 1922 to 1963

2. An exhibit featuring the story of Major John Sjogren who received the Medal of Honor for heroic action during WWII. His actual Medal is on display. A statue of Sjogren and a plaque describing his heroism stands in front of the RAM.

3. Commemorative Medallions honoring Major Sjogren are available for a $25 donation.

RAMemories, a program in which we record the area’s most senior residents as well as business and government leaders. These DVD’s are given to the participant and also kept in our WWW Learning Center where they can be viewed by visitors. The images, voices, knowledge, and memories of these people are being saved as part of our history for future visitors to enjoy.

Best of all, there is never a charge for RAM admission or any of their services. The Museum is operated by the Rockford Area Historical Society (RAHS). Neither the RAHS nor the RAM receive any guaranteed public funds. The RAM’s operation depends on donations, fund raising, grants, memorials, and the hard work of dedicated volunteers. Without all of that support, this great small town museum could not exist.

If you have any questions, please call the museum at (616) 866-2335, use the contact page on their website: rockfordmuseum.org, or send an email to rockfordmuseum@gmail.com. If you haven’t visited the new RAM, please do so sometime soon, they think you will be glad you did.

Museum hours are: Monday closed, Tuesday, Wednesday and Friday 1-4 p.m., Thursday 10 a.m.-4 p.m. and Saturday noon-4 p.m.

Independent Bank to participate in 3rd Annual Making a Difference Day

Independent Bank will be closing their doors on Columbus Day, October 8, for all employees to volunteer throughout Michigan and parts of Ohio. For the past two years, Independent Bank employees in the Rockford area have volunteered by helping to clean up the Fred Meijer White Pine Trail.

Independent Bank will be taking part in its 3rd Annual Making a Difference Day in just a few short months! They will be closing their doors on Columbus Day, October 8, for all employees to volunteer throughout Michigan and parts of Ohio.

For the past two years, Independent Bank employees in the Rockford area have volunteered by helping to clean up the Fred Meijer White Pine Trail. Employees trimmed brush, picked up branches, and worked to beautify the trail in the Rockford area. They are excited to volunteer their time working on the trail again this year!

You can learn more about Independent Bank and their community involvement at IndependentBank.com or by visiting the Independent Bank Rockford branch, located at 78 S. Main St. Member FDIC.

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A Way Out

A Way Out is a local non-profit organized by Rockford businesswoman Karen Grossman to address childhood sexual abuse, which affects one in every five in the pre-teen, teen and young adult segments of the American population.

The group’s stated goal is to educate schools, communities and neighbors on how we all can help prevent sexual abuse of these at-risk individuals, and its efforts are funded solely through donations. A Way Out’s particular focuses are two-fold: encourage legislation that would require a mandatory sexual abuse prevention curriculum in all middle schools and high schools; and help sexual abuse victims identify as survivors through support programs.

There are five important steps to stopping abuse:

1. Learn the Facts
2. Minimize Opportunity
3. Talk about it
4. Recognize the Signs
5. React Responsibly

For more information about this important issue, please see A Way Out website at www.TheresAWayOut.org.
The Alpha Family Center (AFC) is excited to announce a life-saving opportunity for local residents. The Positive Options Mobile Medical Center will be in Cedar Springs at AFC, 6 N. First St., Tuesdays from 11 a.m.-4 p.m.

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North Kent Connect will be in Cedar Springs at a life-saving opportunity for local residents. The Positive Options Mobile Medical Center will be offering free ultrasounds to their clients — and to those in the community (upon assessment.) They are welcoming visitors to stop by for a tour and to learn more about how ultrasounds are saving lives.

Jade Boutique has been adding to the beauty to the downtown landscape for 15 years and is celebrating their anniversary with a special event, Thursday, August 23 through Saturday, August 25.

To celebrate, the boutique is offering 20 percent off entire purchases as a way to thank their loyal customers for their support. The anniversary event will also feature Swag Bags, Free Gifts, Drawings, Trunk Drinks, and plenty of surprises throughout the 3-day event!

Jade has a wonderful story, and a beautiful setting. In the fall of 2003, Julie Cronkright founded Jade with a desire to create a charming boutique where clients could find that perfect item of clothing, accessory, or gift. Since then, Jade has occupied 2,400 square feet in a 100-year-old building alongside the Rogue River. In keeping with the appeal of downtown Rockford’s shopping district, Jade’s vintage design building features exposed brick, a 25-foot vaulted wood ceiling with chandelier lighting, a wrought iron gate, a spiral staircase, a terrace overlooking the river, an early 1900s fireplace mantle, and custom made furniture and fixtures.

For almost 15 years, Julie has infused the fashion trends of New York, Los Angeles, and other fashion meccas to her clients in West Michigan. She has garnered national attention for her ‘style eye’ and has won several awards including Top Women Owned Business in West Michigan and Best Boutique by On The Town. Julie was also featured as a Forty Under 40 Business Leader.

Jade has become a destination boutique, located in the heart of Rockford’s bustling downtown shopping district, at 17 S. Squires St. In and help them celebrate their wonderful history.

North Kent Connect is hosting its annual fundraiser in the style of a well-known classic game show, Family Feud. Titled North Kent Pastors’ Feud, the event takes place at 6 p.m., Thursday, Oct. 4, at Frederik Meijer Gardens and Sculpture Park.

North Kent Pastors’ Feud features teams made up of pastors, Rotarians, and Lacon Club members who battle against each other by naming the most popular answer to various survey questions, often to hilarious results.

“We are so excited to bring the community together again for a fun-filled night of laughter and great food,” said Claire Guisfredi, Executive Director of North Kent Connect.

“I love this event because it creates awareness of our mission, engages people from all over the community, and it’s fun. It’s not a boring fundraiser. That’s why 500 people come back year after year.”

The proceeds from North Kent Pastors’ Feud will benefit the food and educational programs at North Kent Connect, the local nonprofit committed to improving the lives of all people in northern Kent County by providing access to basic needs and promoting economic independence.

Table sponsorships can be purchased at northkentevent.org. Single tickets, if available will go on sale Tuesday, Sept. 11.

About North Kent Connect
North Kent Connect (formerly North Kent Community Services), is a nonprofit organization that envisions a community of thriving people and connects people to the resources they need to move forward.

Founded in 1973, North Kent Connect is committed to improving the lives of all people in northern Kent County by providing access to basic needs and promoting economic independence through its educational classes. NKC hosts several partner agencies including West Michigan Works!, Arbor Circle, and Mel Trotter Ministries. For more information on NKC, please visit www.nkconnect.org. Follow them on Facebook at North Kent Connect and on Twitter at @nkconnect.

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Participating pastors are:
- Jeff Amlotte (game show emcee)
- Darrin Compagnie
- Dawn Damon
- Jeff Deincyke
- Steve High
- Jon Huizenga
- Karen Fitz LaLrarge
- Nurya Love Parish
- Fr. Tony Pelak
- Mark Pietscher
- Laurie TenHave-Chapman
- Nate Wagner
- Inge Whitemore
- Program Emcee

Make Herman’s Boy part of your back to school routine

Stop in before for breakfast or after for a snack. Or bring Herman’s Boy home with a dozen bagels and a pound of fresh roasted coffee!

Fresh baked goods and fresh roasted coffee for carry out are perfect for morning meetings. From a small department meeting to a full boardroom meeting, you can’t go wrong with coffee and bagels and Herman’s Boy can accommodate for any number!

If you haven’t made it to a Herman’s Boy Outdoor Cooking Class yet be sure to catch one before the summer ends. The end of summer doesn’t mean the end of grilling season, Herman’s boy believes in year round grilling with the Big Green Egg!"
As summer comes to an end, Thought Design launches two new programs/brands that focus on Education - both personally and professionally. Thought Design has developed two tools for different types of thinking categories, and collected them all together into Your Thinking toolbox.

The tools in the toolbox are designed to work whether you are at home or at work, individually or with your team members. They are designed to be something you can pull out and quickly in sometimes just minutes, change your thinking or experiment with a new way of thinking.

There are 14 elements in the Thinking Toolbox: Improve your critical thinking, improve your personal and professional methods of Thinking. Join a Lunch & Learn Workshop where you will explore one particular type of thinking. You will unpack the brain science behind the behavior patterns, and be introduced to one of the tools created that you’ll have the chance to try during the workshop. The second program is called Mind of a Student. This program is designed for educators and impacts how they teach their students. The program goes on using information on how our brains are wired. When we have the space and opportunity to take a clear look at the way we think, we can take steps to start a school environment where students and teachers listen to each other and work together, and the school becomes a safe learning space for everyone. We establish these classrooms by creating awareness of the biases that we are subject to and learn how to use them to our advantage.

All of these programs are available on the Thought Design website www.thought-design.com, and you can register for these workshops and lunch and learn on the Events page.

BBB gives tips for back-to-school shopping

Better Business Bureau offers up the following tips on how to shop smart when you’re back to school or back-to-college shopping:

Make a list, you can either print out the supplies list to come out, or you can improve both your personal and professional methods of Thinking. Join a Lunch & Learn Workshop where you will explore one particular type of thinking. You will unpack the brain science behind the behavior patterns, and be introduced to one of the tools created that you’ll have the chance to try during the workshop.

Shop your home. You may already have some of the items last year hidden in your home. Why purchase the same thing twice? Research big ticket items. Before purchasing that expensive laptop, tablet or dorm refrigerator, be sure to do your research. Research the brand, read other customer reviews and the prices at various stores to be sure you’re getting the best deal. Also check the retailer out with BBB at 608-252-7300.

Look at the sales. Compare prices between different retail stores, save your coupons, sign up for email alerts and redeem any cash back or rebate offers. This will help you get the best of both worlds—shopping at the store of your choice and getting the best price.

Ask for student discounts. Many stores and software companies offer discounts to students that can save you hundreds of dollars. Have an idea of what to purchase regarding school clothes, and basic supplies list to come out, or you can improve both your personal and professional methods of Thinking. Join a Lunch & Learn Workshop where you will explore one particular type of thinking. You will unpack the brain science behind the behavior patterns, and be introduced to one of the tools created that you’ll have the chance to try during the workshop.

Protect your child from identity theft. Another thing to think about while getting your kids ready for back-to-school shopping is identity theft. Believe it or not, children are especially good targets because they have zero credit history and no questionable banking transactions in their history. A child is more susceptible online through their social security number or social insurance number and you may not find out about it for years.

Some tips for protecting your child’s identity as they head back to school:

- Don’t allow them to carry around their social security number or insurance number. Leave it at home and locked in a safe place.
- If a business or school asks for your SSN or SSN, ask questions. Why do they need it and where and how is it going to be used?
- How long is it being stored and how will it be terminated? Who has access to it? Educate your child on being safe if they are active in the online world. Keep detailed personal information off social media profiles.

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Make a list, you can either print out the supplies list to come out, or you can improve both your personal and professional methods of Thinking. Join a Lunch & Learn Workshop where you will explore one particular type of thinking. You will unpack the brain science behind the behavior patterns, and be introduced to one of the tools created that you’ll have the chance to try during the workshop.

Shop your home. You may already have some of the items last year hidden in your home. Why purchase the same thing twice? Research big ticket items. Before purchasing that expensive laptop, tablet or dorm refrigerator, be sure to do your research. Research the brand, read other customer reviews and the prices at various stores to be sure you’re getting the best deal. Also check the retailer out with BBB at 608-252-7300.

Look at the sales. Compare prices between different retail stores, save your coupons, sign up for email alerts and redeem any cash back or rebate offers. This will help you get the best of both worlds—shopping at the store of your choice and getting the best price.

Ask for student discounts. Many stores and software companies offer discounts to students that can save you hundreds of dollars. Have an idea of what to purchase regarding school clothes, and basic supplies list to come out, or you can improve both your personal and professional methods of Thinking. Join a Lunch & Learn Workshop where you will explore one particular type of thinking. You will unpack the brain science behind the behavior patterns, and be introduced to one of the tools created that you’ll have the chance to try during the workshop.

Protect your child from identity theft. Another thing to think about while getting your kids ready for back-to-school shopping is identity theft. Believe it or not, children are especially good targets because they have zero credit history and no questionable banking transactions in their history. A child is more susceptible online through their social security number or social insurance number and you may not find out about it for years.

Some tips for protecting your child’s identity as they head back to school:

- Don’t allow them to carry around their social security number or insurance number. Leave it at home and locked in a safe place.
- If a business or school asks for your SSN or SSN, ask questions. Why do they need it and where and how is it going to be used?
- How long is it being stored and how will it be terminated? Who has access to it? Educate your child on being safe if they are active in the online world. Keep detailed personal information off social media profiles.