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The newsletter is written
and published by the West
Campus Library Staff.

Holiday Spending

According to Supermarket News, sales are expected to dramatically increase for the 2011 holiday season. However, these numbers aren't reflecting a booming economy, but are instead the negative effect of inflation. For every retailer listed, volume of sales is up, but not up as much as inflation, indicating that companies are having to take cuts in their profit margin to keep volume up.

In related news, a recent Gallup Poll indicates that Americans have allocated a 2011 Christmas budget virtually identical to Christmas 2010, a figure that doesn't bode well considering that things cost nearly five percent more than they did last year. This will still be an increase in sales over the 2008 and 2009 years, but not the growth that most recent retailers were hoping for.

Despite the decrease in expected profit for the 2011 holiday season, Conference and Incentive Travel reports that corporate spending on Christmas party venues is up by about 30% over last year (an expense a number of companies skipped in 2010).

Derrick, S. (2011, June). Christmas is back in business. *Conference & Incentive Travel*, 26. Retrieved from the Business Source Complete database.

Hamstra, M. (2011). Cloudy forecast. *Supermarket News*, 59(41), 14-22. Retrieved from the Wilson OmniFile FT Mega database.

Saad, L. (2011). Americans plan to spend same on Christmas 2011 as in 2010. *Gallup Poll Briefing 10/20/2011*, 1. Retrieved from the Business Source Complete database.

Giving Back to Soldiers

The holiday season is a time for families, friends, and gifts. Unfortunately, military families are not always together during the holidays. Some celebrate a bit early or late to accommodate a time when their loved ones are stateside. Others send battery-operated trees overseas and open gifts while on Skype.

There are numerous groups who make sure that our military and their families are taken care of during the holidays. Hallmark donated 20,000 copies of "The Night Before Christmas" recordable storybooks so children can hear the stories told by their distant parents' voices. The JWB Jewish Chaplains Council sends menorahs, candles, and dreidels to Jewish troops so they can celebrate Chanukah.

What started with one "nice-a-holic" wanting to do one nice thing for someone every week has expanded to 91 countries via www.doonenicething.com. Supporting soldiers is a big part of what this organization does. The website points to www.letssaythanks.com which supports card drives and donations; www.anysoldier.com which tells how to send gifts; and Operation Gratitude (www.opgratitude.com) which ships new DVDs and CDs to soldiers overseas.

Goff, K. G. (2009, June 24). The joy of kindness: 'Nice-a-holics' look for ways to help others. *The Washington Times*, p. B03. Retrieved from the LexisNexis Academic database.

Khadaroo, S. T. (2010, December 7). How military families will celebrate holidays with deployed relatives. *The Christian Science Monitor*. Retrieved from the Factiva database.

Happy Holidays
from the West Campus Library Staff

