

West Side Informer

THANKFUL NONETHELESS

Although 2020 is winding down as a year full of unique challenges and hardship for many, there is still much for which we can be thankful. While in the midst of the COVID-19 pandemic, industries have reimagined how they do business and have found new avenues of reaching consumers. Online shopping alone “has grown 60% in some categories in the U.S.” (Reimagining..., 2020) while many factories have retooled to provide customers with much needed sanitation supplies and personal protective equipment. Digital communication and webinars have proven to be effective avenues for conducting business. In fact, “Webinars that have now filled the gap of traditional conferences are likely to become a mainstream marketing strategy in the new normal” (Shyamsukha, 2020). While conventional businesses are thinking outside of the box, the entrepreneurial spirit is still alive and well with “more than 500,000 applications for an employer identification number” (Haimer, B6, 2020) between mid-March and mid-May when many businesses were closing their doors due to the coronavirus.

As we get ready to bid this chaotic year farewell and give our thanks with family and friends, it is important to remember to stay safe, especially during any holiday travel you have planned. To avoid potentially crowded airports during Thanksgiving, think about traveling on days that are not projected to be busy. Dates travel sites recommend avoiding are the Saturday (November 21) and “Wednesday (November 25) before the holiday and the following Sunday (November 29)” as these days are expected to “be banner days for travel crowds” (McMahon, 2020). Regardless of your plans to travel for the holiday, be sure to abide by CDC recommendations for hand washing, mask wearing, and social distancing.

Sources:

- Haimerl, Amy. (2020, May 25). “It’s Great Timing for a Start-Up.” *The New York Times*, pp. B1, B6.
McMahon, Shannon. “The Best Days for Avoiding Crowded Thanksgiving Flights, according to Booking Data.” *Washington Post* 28 Oct. 2020. Retrieved from Business Insights: Global.
“Reimagining Business in a COVID-19 World.” *CIOL* 31 Aug. 2020. Retrieved from Business Insights: Global.
Shyamsukha, Dr Narendra. “Entrepreneurship In COVID-19 Era.” *Business World* 11 July 2020. Retrieved from *Business Insights: Global*.



Notice

This semester, we will not have extended hours during finals. For more information about our hours and resources available for your use, please visit the library website at library.tamu.edu. The staff here at BLCC wish you all good luck on your finals and hope you stay safe and healthy over the holidays.



BLCC

Libraries Contact Information:

Evans:
979.845.3731

Business Library:
979.845.2111

Medical Science:
979.845.7428

Cushing:
979.845.1951

Policy Sciences & Economics:
979.862.3544

Copies of the newsletter are available at oaktrust.library.tamu.edu.

Happy Holidays!

The newsletter is written and published by the Business Library & Collaboration Commons Staff.

Aggies helping Aggies

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We're all in this together. Be considerate of all those around you. What you might be comfortable with, someone else might not be. Please be respectful.