



Karen Rosenzweig

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Let's stimulate the local economy now!

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We can't stop spending money in these "recessionary times", or else we'll all go out of business. But we can be intentional about where we spend our dollars, and support our local merchants and network of businesswomen. We are still spending money, so let's spend it with each other, and keep our local businesses alive. Let's be our own Economic Stimulus Package!



Along those very lines, I came across a brilliant idea devised by [two women in Virginia](#). Instead of just complaining about the state of the economy (in their area), they've decided to get in action and do something about it! Not only do I think it's amazing and innovative, but I think it's easily replicated right here in the greater Seattle area.

Here's the skinny:

Stacy Brooks and Jennell Lynch created [The Right LANEs](#) (Ladies Advancing a New Economy) with a goal to bring together professional women for one-day road trips that stimulate local economies and support local charities. They wanted to make an impact locally and keep small businesses afloat.

Their first voyage is May 30, with 30 women paying \$100 each for a daylong dining, shopping and networking extravaganza. The 12-hour event includes coach transportation, meals, seminars, boutique shopping, wine tasting and a luxurious gift bag filled with great items. The small-scale stimulus effort is projected to infuse about \$6000 into their local economy, specifically supporting small and family-owned businesses.

Is that amazing or what? I'm quite sure the local merchants are very excited about the influx of business, the exposure this trip will generate and the good feeling of community participation.

So, what if one of us – or even several of us? – took this idea and implemented in our favorite community in the Puget Sound? We could have a frolic in Fremont, a wander through West Seattle, an excursion to Edmonds, an adventure on the Eastside – you get the drift. Do you see the huge potential in this? I sure do – and I wish I'd come up with the concept myself - but at least I can help spread the wisdom by highlighting it here locally and see if it "has legs".

I used this concept the past two holiday shopping seasons in my new hometown of Edmonds. Sure, it would have been easy to buy books (with my frequent buyer discount) at Barnes & Noble, or easily order things online from Amazon.com, or given restaurant cards for great eateries in Seattle. And everyone would have been fine with that.

But instead, I was determined to support my new community. So, I bought books and cards from my local [Edmonds Bookshop](#), gave yummy food from [The Resident Cheesemonger](#) on Main Street, bought restaurant gift cards from [Chanterelle](#) – and everyone loved the personal touch, knowing they had a gift from my local neighborhood.

So what do you say? Are you ready for some local business economy stimulation?? Email me (or comment below) and let's get started!

For more info: The RightLANES [website](#)

Author: Karen Rosenzweig



Karen Rosenzweig is an Examiner from Seattle. You can see Karen's articles on [Karen's Home Page](#).

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