

Information from . . .

Village of Paw Paw

Downtown Development Authority

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“My Shop Is Your Shop”

MSYS Mission:

- (1) To remind shoppers, the media, Government, and community opinion makers that the independent retailer, family business and local franchise owner has a commercial and social role in the local community around his/her store which can not be replaced by the giant multi-national corporations working to an agenda set by a distant head office.
- (2) To inspire independent retailers, family businesses and local franchise owners to maximize their involvement in the local community.

MSYS is based on the positive values of the owner-managed local shop and his or her unique interface with the local community, where the owner lives "in the community" and shares the daily life of his customers.

MSYS tries to build awareness of the value of every independent retailer and family business in the community – and that each is part of the bedrock of the community.

Rome was not built in a day. The **MSYS** concept is a long term activity designed on the independent retailers', the family business' and the local franchise owners' unique selling points.

- He/she owns the business and therefore everything about that business and its customers is personal yet community based.
- The independent retailer, family business, or local franchise owner lives in the community.

- The children of the independent retailers, family businesses or the local franchise owners attend the same school as the kids of his/her customers and they “hang about” together.
- It is inescapable that the owners and his/her family will talk the local community talk. They have a stake in the total community. They hear it all, talk it all and are part of the fabric of the community.
- The strength of the independent retailer, family business or local franchise owner comes from the fact the business has been essentially built on community values.

Local retailers, family businesses and local franchise owners can claim the **MSYS** slogan -“**Local and Proud of It**”. This slogan cannot be used by the giant multi-national corporations where the manager does not own the business and can not claim the same local connections or the same inter-dependency with the community.

Local shop owners – the independent retailers, the family businesses and the local franchise owners – are part of the strength of the community. They are “Local and Proud of It!”

They deserve your support.

So . . .

Shop smart, shop locally!