



## Celebrating the Unsung Heroes of Small-Town Retail Businesses

In the picturesque small towns that dot the map of our country, a quiet revolution is taking place behind the quaint storefronts and charming facades of retail businesses. While the owners receive accolades for their entrepreneurial spirit and vision, there is a group of unsung heroes who toil behind the scenes. Their hard work and dedication is often unnoticed.

These little-known employees are the backbone of small businesses-the employees who keep the shops running smoothly, the ones who greet customers with a smile, help them find the perfect outfit or accessory, and ensure that the shelves and racks are stocked. Also, they keep the stores clean and inviting.

From the florist who meticulously places each flower to look just right, to the sales associates who go above and beyond to provide exceptional customer service, these individuals play a vital role in the success of small-town retail businesses.

However, their contributions are often overshadowed by the spotlight that shines on the well-deserved owners. In a world that glamorizes entrepreneurship and leadership, the hard work of these behind-the-scenes workers is frequently overlooked.

It's time to shine a light on these unheralded employees and celebrate their dedication and passion for their work. Without them, the small-town retail businesses that we know and love would not be able to thrive.

So, the next time you step into your favorite local shop, take a moment to appreciate the individuals who work tirelessly behind the scenes to make your shopping experience memorable. Let's recognize and celebrate the unsung heroes of small-town retail businesses, for they are the true champions of Main Street!!

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Tracey Fellows Manthey, manager of Simply Marcella, is a proud resident of Cheboygan for the past 7 wonderful years. I'm a dedicated mother of 3 sons and 4 grandsons who bring immense joy to my life. With 38 years of experience in the retail industry, I have honed my skills and passion for providing exceptional customer service. Beyond work and family, my heart belongs to my horse, which I've cherished for 23 years.