



C.H. Brown Co., LLC - A Platte Valley Company

# THE BOTTOM LINE

NOVEMBER & DECEMBER 2021



## COO CORNER

by ED MEYER

Chief Operating Officer

Winter is nearly here and a welcomed sight for many. Not only does winter signal a season of change, it also reminds us year's end is around the corner. Too, it's the time of year for gratitude. Here at CHB, we have many things for which we're thankful.

CHB was veteran founded and a number of our staff have served. We recognize and thank them, and all veterans, for their commitment and service to our country.

We are also thankful for our wonderful customers, borrowers and brokers alike, this holiday season. People want to do business with people they trust, and we are honored to be one of those trusted businesses.

CHB strives to always give you, our customers, an exceptional experience. We have been working hard to make positive product and services changes to always deliver our promise of 'excellent service' to you in 2022.

Thank you for entrusting CHB with your business. We wish you a safe, gratitude-filled and happy Thanksgiving, Christmas and New Year!

## REMEMBER THAT SOME THINGS AREN'T FOR SALE

by KIT WEST

Business Development Director

In this day and age - it is often stated that everything and everyone has a price. There are a number of resources that can be put up for "sale" and it is not just paid for in money. These are your Internal Resources like - Time, Energy, Loyalty, Esteem, Emotion, Support, and Status (are just a few) - Every one of these items are a valuable resource/currency, of yours, that should be well guarded and taken care of.

One of the strongest words in the English language is "NO". Saying No means that it is not for sale, thus protecting the internal resources that you have. As you grow and are able to realize what is important in your life, you will develop a sense of what you can and cannot do. Early on, in your life, you will say "YES" a lot, which will lead to some of your internal resources being used up. Being aware of this is critical to your long term wellbeing. When you are able to recognize when your internal resources are running low - say No. This will help to rebuild and rejuvenate yourself, but it takes time and the ability to say No - it's not for sale.

The ability to say No gives you strength to say "YES" to the right things. When you say Yes - it should be well thought out and consideration for your internal resources should be given. Saying Yes to the right things will build your internal fortitude and resources to get your strength back. Saying Yes, to the right opportunity, will give you the time, energy, emotion, and support needed to see it through and do it right.

Saying "YES or NO" takes discipline and courage as pressures will mount from all sides for you to make that snap decision. Taking stock in your internal resources is critical to your wellbeing and long term mental and physical health. Taking stock will help you to determine what you are able to say "YES" or "NO" too without depleting your resources.

Ideas for saying "NO".

- Turn your phone off
- Turn your email off
- Stop and be grateful
- Stop and do nothing
- Stop and daydream
- Go outside and take a walk



## VETERANS

## — DAY —

HONORING ALL WHO SERVED



[www.chbef.com](http://www.chbef.com)

We would be remiss if we didn't recognize the men, women, and families who have served, sacrificed or currently serve our nation this Veterans Day.

CHB was founded by a veteran and a number of our staff members have also served. We "Thank" them, and our clients and readers, for their commitment and service to our country.

**Thank you** for protecting our freedoms!



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## The Reason Why Thanksgiving Is on the Fourth Thursday in November

Almost 170 years after the pilgrims and the Wampanoag tribe feasted together for the first unofficial Thanksgiving in 1621, the U.S. federal government decided to make it official. So on October 3, 1789, President George Washington declared that the nation would celebrate a "Day of Publick Thanksgivin" on November 26 that year.

While November 26, 1789, happened to fall on a Thursday, subsequent proclamations didn't standardize that practice—according to the National Archives, other presidents chose different days and even months for the food-filled harvest holiday. Then, in 1863, President Abraham Lincoln issued a proclamation stating that Thanksgiving would be celebrated every year on the last Thursday in November.

Although we don't know exactly why Washington originally chose Thursday, there are a couple theories. The Old Farmer's Almanac suggests that Thursday became the tradition early on because it was just far enough from the weekend that it wouldn't overlap with the Sabbath, which many colonists observed at the time. It was also common for New England ministers to give religious lectures on Thursday afternoons, so it's possible that the reflective, prayerful nature of Thanksgiving tied in nicely with the regularly scheduled pious programming.

Either way, the nation gave thanks around the table every last Thursday of November until 1939, when Thanksgiving fell on the very last day of November. Still recovering from the Great Depression, President Franklin D. Roosevelt, encouraged by retailers, decided it would benefit the economy if Thanksgiving was celebrated a week earlier, thus lengthening the holiday shopping season.

In a presidential proclamation, he shifted it to the second-to-last Thursday of November, but only 32 states agreed with him—so from 1939 to 1941, America had two Thanksgivings, depending on where you were in the country.

In 1941, Congress put an end to the chaos with a joint resolution declaring that the entire nation would celebrate Thanksgiving on just one day. Though the House of Representatives chose the last Thursday in the original document, they ultimately conceded when the Senate submitted an amendment choosing the fourth Thursday instead (thus accounting for the years when November has five weeks). President Roosevelt signed it on December 26, 1941, much to the delight of retailers everywhere.

**Gutoskey, Ellen.** "The Reason Why Thanksgiving Is on the Fourth Thursday in November" Mental Floss, 24, November 2019, [mentalfloss.com](http://mentalfloss.com).

**HAPPY THANKSGIVING**  
closed Thursday & Friday, November 25 - 26

**MERRY CHRISTMAS**  
closed Friday, December 24

**HAPPY NEW YEAR!**

