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Black Friday to be Different for 2020

The label “Black Friday” gained attention in the 1980s, referring to the busiest shopping day of the year and the start of the Christmas shopping season. It refers to a time when retail accounts were recorded with red ink showing negative amounts and black ink denoting positive numbers. Black Friday, under this theory, is the beginning of the period when many retailers would no longer be “in the red”, and starting to record positive sales. Over time, retail stores began offering deep discounts and special store hours on the Friday after Thanksgiving Day, creating big events to draw more customers to their location. So much so, that millions of shoppers shop these sales experiences every year.

Black Friday weekend has seen steady growth over the years, with U.S. retailers generating more than \$5 billion in sales between 2013 and 2019 and an average of \$2 billion more between 2018 and 2019 alone.

If your tradition is to take advantage of in-store “door-busters” on Black Friday, be prepared that these may not take place this year due to COVID-19 restrictions. Even if there is a chance that you could go out to your favorite store, expect strict safety protocols and limits on the number of people

allowed in the building at any one time. Endless lines and opening stampedes are not expected to happen this year.

The Centers for Disease Control and Prevention (CDC) classified “shopping at crowded stores just before, on or after Thanksgiving” on a list of higher-risk activities to avoid. The CDC suggests more online shopping ahead of the holiday season.

Neil Saunders, managing director of the retail consultant Global Data, said

the idea of any retailer driving crowds of people into their stores is a non-starter. “No retailer can run the risk of overcrowding, and so all will be looking to balance the need to drive sales with the need to keep people safe,” Saunders said.

Expect retailers to push their Black Friday sales online more than ever and those sales starting earlier and lasting longer to limit in-store visits and the need for people to rush into physical locations.

Here are a few tips for this year’s Black Friday:

- Call ahead or check a store’s online presence to confirm whether the store will open on Black Friday. If they are, follow all precautions to ensure a safe experience.
- Expect the hottest deals to be available online and plan accordingly.
- Order online early to insure delivery before Christmas.
- Watch your inbox; many major retailers plan to offer great holiday deals through email campaigns.
- Research early; make a list of the products you are interested in purchasing beforehand and check websites for availability and prices.



October Board meeting highlights

The Cooperative Board of Directors met by video conference on October 22nd. Highlights of that meeting follow:

- The Board approved the applications of 92 new members to the Cooperative.
- The Board approved the retirement of \$3 million in Capital Credits. Individual Cooperative member checks are scheduled to be mailed during the first week in December.
- Directors shared thank-you notes from recipients of county fair junior livestock show “add-ons”.
- An *Innovation in Schools Grant* was approved for \$5,000 to the Roy Schools for computer equipment.
- A construction status report was presented to the Board and included:
 - ~ Certain projects were completed in the Bingham, Corona and Clayton exchanges.
 - ~ Work continues on other projects in the Anton Chico, Conchas Dam, El Valle, South Clovis and Weber City exchanges.
 - ~ Construction continues on a fiber upgrade in Villanueva.

Due to the upcoming Thanksgiving holiday, the next regular Board meeting is scheduled one week earlier on Thursday, November 19th at the Cooperative’s business offices north of Clovis or by video conference.

Get Netlink online

Netlink readers can choose to continue receiving a monthly issue of Netlink through traditional mail service or electronically. If you choose the electronic method, email netlink@plateautel.com and you’ll be notified when the latest Netlink edition is available online. Be sure to include your name, email address and phone number. In most instances, you’ll have Netlink before any of your neighbors or friends receive it through regular mail.



MyPlateau.net

Make MyPlateau.net your one stop local content website. Check it out for the latest in local and national news, sports, weather, technology, finance, entertainment and health information. To get started go to <http://www.myplateau.net>, click on the city closest to you and start enjoying all the great information in one place.

The local events content area is simple to use; if you have a local event you want publicized on the page, simply click on the local events link on the left of a community’s page, then complete the online request. It’s that easy!

MyPlateau.net is just one of the many examples of Plateau’s commitment to local communities and the Cooperative membership.

Monthly survey winners

Customers receiving a \$25 credit in this month’s survey drawing include:

- Bob Lawrence, Clayton, NM
- Janet Davis, Clovis, NM
- Elizabeth Romero, Los Lunas, NM
- Jessica Skipwith, Clovis, NM

All completed surveys are eligible for the monthly drawing.

Find us and like our page [facebook.com/plateautel](https://www.facebook.com/plateautel)

Be in the loop for the latest Plateau news and timely information about your service. Come on, join the fun!

Here’s what you can expect on our page

- **Special announcements**
- **Latest news from Plateau**
- **Community news**
- **Fun facts**
- **and more**





Classified ads

For Sale – 0 and 00 Ridge Drive, Conchas Dam. Two properties with two lots each, septic systems installed but not used. \$50,000 for 0 Ridge and \$50,000 for 00 Ridge. Big Mesa Realty, 1.575.456.2000, Paul Stout, Broker, NMREL 17843, 1.575.760.5461, <http://www.bigmesarealty.com>.

For Sale by Owner – Sweet 3.8 acre lot on the Santa Fe Trail, Tecolote, NM off I-25. 50 minutes from downtown Santa Fe. \$27,500. Email ojos@owldancer.net.

For Sale in Logan – Lake view lot. Green spaces east and west. State park west. Private. 1.67 acres \$99,900. Broker “Deanna” 1.575.487.3434.

For Sale – Sumner Lake, River Ranches Estates. Two lots just over 20 acres each. \$18,000 per lot. Big Mesa Realty, 1.575.456.2000, Paul Stout, Broker, NMREL 17843, 1.575.760.5461, <http://www.bigmesarealty.com>.

For Sale – Boat Dock Drive, Conchas, NM. Choice of three lots close to shoreline. Utilities nearby. Starting at \$32,000. Big Mesa Realty, 1.575.456.2000, Paul Stout, Broker, NMREL 17843, 1.575.760.5461, <http://www.bigmesarealty.com>.

Appraisals – Commercial, farm, ranch and land. John O. Wright 1.575.763.6918.

Curry, Quay and Roosevelt Counties – We want to sell your farms and ranches. Broker is farm owner/operator and located in Curry County. Big Mesa Realty, 1.575.456.2000, Paul Stout, Broker, NMREL 17843, 1.575.760.5461, <http://www.bigmesarealty.com>.

Career Opportunities – For the latest career opportunities at Plateau, visit us at <http://www.plateautel.com>.

For Sale – 0 Mesita Pass Road, Cuervo, NM. Just over 148 acres in Mesita Ranch Subdivision. Great

homesite and grazing for cattle and horses. Beautiful mesa views. Just under 10 miles from I-40. \$85,000. Big Mesa Realty 1.575.456.2000, Paul Stout, Broker, NMREL 17843, 1.575.760.5461, <http://www.bigmesarealty.com>.

For Sale – 1130 Aguila Road, Cuervo NM. 56.6 acres at foot of Cuervo Mesa at east end of townsite with 3 bedroom, 1 bath home and corrals. 18 miles to Santa Rosa. \$85,000. Big Mesa Realty, 1.575.456.2000, Paul Stout, Broker, NMREL 17843, 1.575.760.5461, <http://www.bigmesarealty.com>.

For Sale – 1102 S Saratoga, Tucumcari, 1.5 acres vacant land on US 54 between Tucumcari Boulevard and I-40. Commercial potential. \$20,000. Big Mesa Realty, 1.575.456.2000, Paul Stout, Broker, NMREL 17843, 1.575.760.5461, <http://www.bigmesarealty.com>.

Have something to buy, sell or trade? Reach countless numbers of Cooperative members and even more through our website every month with a classified ad in Netlink.

Classified advertising rates - \$3 for first 15 words and 30 cents per word thereafter per issue. There is no limit on the number of items per ad. Count each whole number or phone number as one word. There are no additional charges for business ads.

Ads run on space available basis. Netlink reserves the right to edit and/or refuse any advertisement submitted for publication.

Payment for all classified advertising must accompany order. Checks and money orders should be made payable to Plateau.

Enclose advertising message on this form with payment and send to Netlink Classified Advertising, Plateau, P.O. Box 1947, Clovis, NM 88102-1947 or email netlink@plateautel.com

Ad copy must be received in our office by the 10th of the month preceding publication. Example: March 10th for April issue; April 10th for May issue, etc.

Disclaimer: Plateau is not responsible for the content of any classified advertising, nor for any product, service or information advertised therein.

Limitation of liability: Classified advertisers indemnify Plateau for any claims arising out of their classified advertisements. Plateau’s liability for classified advertising is limited to refund of the amount paid for the publication of that advertisement.

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Upcoming Events

As most community events in November and December continue to be postponed, here are a few celebrations that can take place within the recommended government guidelines implemented during COVID-19 pandemic.

November 19 Board of Directors Meeting – Due to the Thanksgiving holiday, the Cooperative’s Board of Directors meet one week earlier at the Cooperative’s business offices north of Clovis or by video conference.

November 19 Anniversary of the Gettysburg Address – On November 19, 1863, at the dedication of a military cemetery at Gettysburg, Pennsylvania, during the American Civil War, President Abraham Lincoln delivers one of the most memorable speeches in American history. In fewer than 275 words, Lincoln brilliantly and movingly reminded a war-weary public why the Union had to fight, and win, the Civil War.

November 26 Thanksgiving – The offices of Plateau will be closed on this day and on Friday, November 27th, in observance of the holiday. The American Thanksgiving holiday tradition is commonly traced back to the 1621 celebration at Plymouth, Massachusetts.

November 29 Advent Begins – Advent is a holy season in the Christian calendar signaling the beginning of the liturgical calendar. In the early days of the church, Advent was a time of prayer and confession. Today, it is more a time of preparation

and anticipation of Christmas. It takes place on the four Sundays before Christmas.

December 7 National Pearl Harbor Remembrance Day – President Franklin D. Roosevelt declared this day as “...a day that will live in infamy” in a speech to Congress on December 8, 1941, a day after forces of the Imperial Japanese Air Service attacked the U.S. Naval Base at Pearl Harbor in the Hawaiian Islands. The attack crippled the U.S. Pacific Fleet and caused the country to enter World War II.

December 15 Bill of Rights Day - The Bill of Rights are key amendments to the U.S. Constitution protecting American individual rights. On March 4, 1789, the Constitution of the United States of America was ratified. There was concern that the Constitution did not properly cover and protect a number of individual rights. The Constitution was signed with the requirement, or understanding, that a Bill of Rights would be created amending the new Constitution. On September 25, 1789, the First Congress of the United States proposed to the state legislatures 12 amendments to the Constitution. Ten of these amendments were added to the Constitution on December 15, 1791.

December 21 Winter Solstice – Old Man Winter is officially here. The winter solstice occurs when the Earth’s northern hemisphere is tilted at its farthest point away from the Sun, causing it to be the shortest day and longest night of the year. The winter solstice is traditionally considered the first day of winter.