

Jersey County Business Association (JCBA) will hold their next Cash Mob on Friday, April 12th at State Street Antiques & Collectibles (115 North State Street in Jerseyville). Please stop in anytime between 11am and 2pm and help us give our local small business a quick economic boost. We hope to have a great turn-out!!

Read about JCBA's Cash Mob in December for Peg's Flower Cottage:

Peg's Flower Cottage gets Mobbed!

According to Wikipedia, a 'Cash Mob' is "A group of people who assemble at a local business to make purchases, (sic) with the purpose of, supporting both the local businesses and the overall community." The first cash mob is thought to have been organized in August 2011 as a kind of "reverse Groupon" meant to be a "chance for business owners to begin building a longer-term relationship with customers." A cash mob is usually formed using electronic forms of communication such as email, websites and social media.

Last month, such an event occurred at Peg's Flower Cottage at 707 West Pearl Street Jerseyville. The 'mobbing' of Peg's was organized by the Jersey County Business Association (JCBA) who spread the word through a mass-email to its members and supporters. JCBA is a member supported entity whose purpose is

- To attract consumers into Jersey County shops and businesses,
- Promote the many benefits Jersey County offers new businesses and residents and to
- Bringing County residents together through social events.

The cash mob declaration stated that between 11:00 and 2:00pm on Thursday December 10, the mob was to descend on Peg's with each participant asked to purchase \$20 worth of merchandise. Don't let the name 'Peg's Flower Cottage' fool you, Peg's features charming gifts, home decorations, jewelry and flowers - individually or arranged.

Owner Peggy Reynolds describes her shop as "cozy", and though she'd heard the mob was coming, at 11:00 sharp, when cars started parking in front, around the corner, or across the street, she knew she was in for a busy few hours. "In a flash" she said, "The store was full of people, good natured shoppers, looking to buy". Many of the shoppers realized for the first time that Peg's wasn't just about flowers, along with her offerings described above, Peg is also generous in dispensing decorating ideas and creative suggestions. Even the antiques used to display her goods are for sale.

Many of the mob had never been in Peg's; for whatever reason, they'd pass by as they went about their lives and didn't realize that through the doors was a unique shop, owned and operated by a local resident with a long history as a Jerseyville business person.

Peg Reynolds grew up in Jerseyville, attended Jerseyville high school and married? She opened her first business, a flower and gift shop, located on State Street named 'Everyday's a Holiday'. She ran the shop in the same location for 8 years and moved to her current location when she purchase the building and business from (Who'd you buy from?) Over the past 8-years, Peg's supplied flowers for funerals, weddings, anniversaries, high school dances and religious events. Her business has been good, but Peg says "The economy has hurt everyone around, I know what people are going through and I feel for them." Peg went on to say "I didn't get into this business to be rich, I have a talent with flowers and a creative eye - I can take something beautiful (a flower) and arrange it with other flowers and greens to make it look more beautiful." "I carefully choose the merchandise I stock in my shop", she noted that, "over the years, I've gotten an idea of customers like and I've developed an eye for finding items that spark a person's curiosity."

Peg concluded by saying the cash mob was the "Greatest day of my business career!" She "loved the spirit and the sincerity" of the members of the mob. Carrie Decker of the JCBA said the reasoning behind the mob was "Not to have a bunch of shoppers make a one-time \$20 purchase, the goal of this type of function is to boost the morale of the shop owner, open the eyes of the public to a great business right under their nose and to promote shopping local."

Peg's Flower Cottage – Peggy Reynolds
707 West Pearl Street
Jerseyville, IL 62052
618-498-5371

JCBA – Alan Gilmore, CEO
209 N State Street
Jerseyville, IL 62052
618-639-5222