



Country Trader News

December 28, 2009

***"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."* - Albert Schweitzer**

Volume 2

January Events

◆ Deli Sandwiches!

Starting this month, we will begin to expand our menu by bringing you fresh deli sandwiches from Escondido's famous Continental German/Dutch Deli.

** Quantities/selection on hand will be limited to start, but you can always check out our menu online and order in advance to insure your favorite sandwich will be awaiting your arrival!*

◆ Gospel Sundays

The *House of Blues* has nothing on the "Country Trader!" We are beginning our Gospel Sundays January 10th, 2010 at 12:30PM. Join us for an afternoon of music and fellowship at its finest!

We're working on having a light lunch available for your dining pleasure...we'll update you soon.

◆ Pet Loss Support Group

On Sunday, January 10th, Joan Solat will conduct a free support group from 4:00PM to 6:00 PM. For more information and registration call 760-751-9277.

◆ Irish Jam Session

Saturday, January 23, 2010 at 6:00PM. Brought to you by Brendan Kennedy, Pat Helly & Doug White.

And we're off...

Thank you Valley Center! Our Grand Opening was a huge success. Even with a rainstorm that ended 164 days without rain, the Country Trader was filled with joyous chatter, Christmas caroling, gourmet coffees, desserts, and more... Customers had a chance to meet several of the artisans, sample delicious coffees and desserts, and visit with their neighbors. In addition to the support from our local residents, we had guests from San Diego, Oceanside, Murrieta, and even Orange County.

The quote above explains our definition of success. When Susan set out to create a gathering place for Valley Center residents, she could not have predicted the gratitude she would receive in response. The Country Trader team is regularly "thanked" by customers. Comments we have received include, "We've waited so long for a coffeehouse to open here in town," "Valley Center needs a place like this," "It's so charming in here, I could stay all day," "This is the first Christmas present I've bought in Valley Center and I've lived here for 32 years," and "I'll be back tomorrow!"

On December 17th, the Country Trader hosted the Sundowner for the Chamber of Commerce. With about 70 attendees, the Country Trader was once again filled with joy, laughter and neighbors connecting with one another.

It is a pleasure to come to work each day and spend time with members of this tremendous community. We are currently working hard to create a calendar filled with events that best serve our customers. We have listed those events that are currently scheduled and will email you when more events are added to this month's calendar. In the meantime, please go to www.vccountrytrader.com and click on the "Upcoming Events" tab. Here you can let us know what types of events you would like to see happen at the Country Trader. In our effort to make this "your place," we need your thoughts and suggestions.



Barista's Corner



Competition is GOOD!


Barista inspired signature drink contest:

Try them all! Pick your favorite...

The top seller at the end of the month will be added to the MENU.



Message from Susan



There were those that thought we were "out-of-our-minds" for starting a business in today's economy. We always just tried to comfort them in their doubt, because deep down inside, wrapped in the warmth of Faith, we knew it was the exact right moment. Back then, we were never able to define the "why," we just knew it was.

Now thanks to each of you that came to the Country Trader, we have the answer! The answer is that there is no time better to "Love thy Neighbor" than now!

We love you all and can't wait to see you again. All of us at the Country Trader wish you and yours the HAPPIEST New Year ever!

-Susan Guenther

VC Residents don't forget your...

"10 for 10 Discount"

For all of 2010, Valley Center residents will receive 10% off all items in the store!

This is our way of saying "Thank You" for making the Country Trader VC's gathering spot.