

Freedom's Feast LABOR DAY

On-line resources to get the most out of your AMERICAN holiday celebrations.



LABOR DAY

"The American entrepreneur? There is only one definition: Someone who gets something done."

PETER DRUCKER
BUSINESS EDUCATOR &
WRITER, 1909-2005

"Success... Four Flights Thursday Morning...All Against Twenty One Mile Wind...Longest 59 Seconds...Inform Press... Home Christmas."

ORVILLE WRIGHT
TELEGRAM TO HIS FATHER
FROM KITTY HAWK,
DECEMBER 1903
1871-1948

"If at first, an idea is not absurd, then there is no hope for it."

ALBERT EINSTEIN
SCIENTIST & INVENTOR
1879-1955

"Ability is of little account without opportunity."

LUCILLE BALL
ENTERTAINER
1911-1989



★ Make a Work Appreciation Sign or "Hang Out Your Shingle" ★

The Idea

"Hang Out Your Shingle" to recognize the hardworking people in your life OR to represent the work that you do or aspire to do.

Why?

For centuries, we've used signs to tell others about our work. Barber poles in the middle ages let customers know that a barber also let blood, extracted teeth and performed other surgeries. Guild signs signaled a craftsman's specialty: baker, ironsmith, banker, tailor, candlemaker, cobbler. The signs, often made of wrought iron (long lasting and weather-proof), were powerful marketing tools because most customers could not read or write.

With the advent of the industrial era, the emergence of capitalism and public education, shop-owners and companies began to "talk" to their increasingly literate customers. They told them about their products with slogans, graphic designs, company logos and mascots. Technology changed the way we all experience advertising. But no matter how we advertise, we still tell our work stories with symbols and well-chosen words.

What It Is

A low tech form of advertising began when we were a young nation. "Hanging out the shingle" was a major rite of passage for professionals setting up practice in towns all over America. Historians assume that since lawyers, doctors, dentists and others often worked from home they used the handiest sign sized shape around—usually a spare roof shingle—and posted it at the street or door to announce their business opening. We still use the expression "hanging out the shingle" to announce the start of a business.

What You Will Need

- A spare roof shingle (asphalt, cedar, tile) from your home or hardware store
- OR 8"x11" Poster board, sturdy card board or pre-cut wood board
- Magazine images, family photos, or work subject images
- Alphabet beads to spell messages, cut out or typed messages, handwritten messages on paper



This wrought iron centuries old guild cobbler sign adorns a building in Germany.



A classic shingle



Ornate early 20th century storefront sign



An early McDonald's neon sign

21ST CENTURY WORK TRENDS

From 2005 to 2012, the U.S. telecommuter population grew by 79.7% while the non-self employed workforce grew by only 7.1%.

Global Workplace Analytics

From 1977 to 2010, the number of new entrepreneurs and business owners as a percent of the working-age population has dropped by 53 percent.

New America Foundation

56.7% of the 123 million women age 16 years and over in the U.S. were labor force participants—working or looking for work—in 2015.

Women's Bureau United States Department of Labor

In June 2017, there were 26.75 million part-time workers, **an increase of 3.75 million since 2004.**

Bureau of Labor Statistics

The US is **12th** among 36 developed nations in 24 to 34-year-olds with associate or higher college degrees. We have a plan for regaining our status as the world leader.

The College Board Advocacy and Policy Center

- *Scrapbook objects related to work or small “found” collectibles that represent the work and worker you are honoring*
- *Glitter, buttons, yarn and other decorative objects to beautify your shingle*
- *Glue gun or other adhesive*
- *Permanent ink pens, puffy paint or acrylic paint for written messages*
- *Semi Gloss Mod Podge (Craft stores, Walmarts or Target) to coat final assembly (optional)*
- *A sense of adventure and a sense of humor*

Directions

Many of us hold more than one job these days and have multiple skills. The American economy is rich and varied and we all, in some way, contribute to it. Tell others about the work that you do or that someone you admire does. What will your shingle say? How will you say it?

1. To Begin

Use the questions in **Table Talk: What Did You Do At Work Today?** to learn about the work that a member of your family or community does or to think about your own work. Responses will help you design your shingle. Are you celebrating your worker’s multiple life roles or her singular professional excellence?

2. Be Creative

Do you have inspirational work quotes to include or a favorite lesson your worker has taught you? Your shingle can also be about the work that you want to do one day.

Who inspires you in your chosen field? Why do you want to do that work? What do you have to do in order to prepare for that work? Include a goals countdown and a timeline. Share your shingle proudly with friends and family.

3. Have fun combining materials and imagine hanging out your shingle!

Please share your shingles online with us at [Facebook](#) or via Twitter (@FreedomsFeast). We can’t wait to see what you create!

