



DC Area Consignment Business Born in Recession Celebrates 20th Anniversary, Thrives in Current Economy

The White Elephant outside of Washington, D.C. is saying a big thank you to the client base that made them so successful. Local businesses are being offered free advertising in the 'Shop Local Pack' and an opportunity to be one of two featured 'pop-up' shops.

Middleburg, VA ([PRWEB](#)) January 13, 2010 – The White Elephant, <http://www.whiteelephant.com>, offering recycled and earth-friendly consignment items just outside Washington, D.C., is proud to announce its 20th anniversary in business. The owners, sister-team Cynthia and Leslie Broockman, began their first small scale venture during the '90-'91 recession.

“It started out as a weekend, indoor white elephant sale,” said Cynthia Broockman, “and it has yet to end. Instead, it evolved. We had full-time jobs, but we continued to open this marathon sale on lunch hours and weekends. In five years, we moved the shop five times. We opened a second consignment store. We opened WExchange, <http://www.wexthrift.com>, a thrift shop to benefit local charities. The whole thing just kind of snowballed. We just kept working and having a blast.”

“It was our customers, a few older, local business owners and the community that kept helping us each time we needed it the most,” said Leslie Broockman. “We haven’t forgotten. It’s the perfect time to do what others did for us.”

The White Elephant is kicking off its 20th anniversary celebration by offering local entrepreneurs help advertising their businesses for free. They’re offering to include flyers, business cards, special offers, coupons and samples participants provide in a ‘Shop Local Pack’ which they will give away to their customers.

In addition, the dealer program of The White Elephant has been expanded to offer entrepreneurs access to their market at reduced commission rates.

Also, plans are being finalized to offer a competition to area entrepreneurs for the opportunity to hold a one-weekend-only ‘pop-up’ shop in each of their stores in early March. They want to provide two specially chosen entrepreneurs a cost-free venue to test-out, fine-tune or advance their dreams.

Individuals looking for extra income or a new occupation can explore information on opportunities in the recycling market which will be posted on <http://www.whiteelephant.com> by spring. A schedule of informal talks on getting started in the consignment and resale business will be offered for individuals, non-profit groups and churches.

“Small opportunities are often the beginning of great enterprises,” said Cynthia Broockman. “We are a hard-working, little family business. But we’re proof recessions can open the door to opportunities, sometimes when you’re not even looking.”



About The White Elephant, Inc.

The White Elephant, Inc. operates consignment and overstock stores in Middleburg and Warrenton, Virginia. They provide consignment services to individuals and retailers as well as purchase select new overstocks. The goods are displayed in uniquely styled stores featuring an abundance of natural light and indoor tropical plants.

In 1992, The White Elephant, Inc. was the force behind establishing WExchange, Inc., a thrift shop to benefit small, local nonprofits funded by selling the unclaimed and unwanted goods of consignors at The White Elephant's two stores.

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