



## First update on LIBA's 'Weird for a Week' challenge: Almost entirely not cheating on buying local

July 3, 2013 7:00 am

by [Melissa Chipman](#)

Happy "Independents" Month!

So far, my ["Weird for a Week" challenge](#) from the [Louisville Independent Business Association](#) is going swimmingly.

Well, maybe with a teeny weeny bit of cheating.

Last week, LIBA issued a challenge for locals to try to buy only at local, independent merchants for anywhere from three to seven days at the beginning of July. They're calling it "Independents Month."

Ali Hawthorn from Maxim Media emailed a list of "rules." Here's the big one:

We encourage you to purchase from LIBA members (a searchable listing can be found at [www.keeplouisvilleweird.com/members](http://www.keeplouisvilleweird.com/members)), but any independent business will be fine. Independent means that they are not a franchise or chain— for example, if the owner of the business can decide they want to change the business name, then they are truly independent. *(Special note: LIBA realizes franchises and chains have a place in the community, but for the purposes of this contest we are looking for independent businesses.)*

I kicked off the challenge by picking up coffee for #OpenCoffeeLou at [Heine Bros.](#) on Longest Ave. The coffee is donated, but we used to pay for it. Totally local, totally weird.

The next purchase I made was lunch that afternoon.

I was out at Norton Suburban Hospital for my bi-annual oncology check-up. I'm pretty sure the Dutchman's-Breckenridge area is the Death Valley of local eateries.

But I managed to find one: [Wild Eggs](#). It's not a LIBA business, but it's locally owned by [J.D. Rothberg and partners](#). I'm pretty sure Mr. Rothberg could change the name of that chain whenever his heart desired.

So, my boyfriend and I celebrated my clean bill of health with Veggie Benedict and a Surfer Girl.

One of the dangers of keeping you updated on my "Weird for a Week" progress is that I have to 'fess up to some of my piss poor eating habits. And probably some other types of bad habits on top of that.

Journalism.

I assume that it's still within the "rules" to consume products that you bought prior to the challenge. Otherwise you'd have to restock your house with new toothpaste and shampoo and toilet paper.

So for dinner Monday night I ate mozzarella cheese, an artichoke, grape tomatoes and hummus and pita chips, all bought from [Trader Joe's](#) before the weekend.

Yes, that's dinner at Chez Chipman some nights.

Here's the little tiny cheat-ish bit: I have recently been introduced to the slightly trashy but totally addictive television show "Scandal." It's not as embarrassing as "Big Brother" or "The Bachelorette," for sure.

But it's no "[Downton Abbey](#)."

Season One is on Netflix, but Season Two appears to only be available on Hulu Plus. And you have to pay for that, and that's certainly *not* local.

But here's the wee loophole I made for myself: Your first week is a free trial. I didn't have to pay for it at all.

Is that cheating?

To be fair to myself, it is not available at [Wild and Woolly](#). I could have done without, but I was desperate to find out who Quinn really was.

(Spoiler alert: It was kind of disappointing. Serves me right for cheating a little.)

Today I returned the coffee container at Heine Bros. and bought a large iced latte.

I had a mean case of the blues, so I decided to send the boyfriend flowers. [Nanz & Kraft](#) is local and has been in operation since 1850. So that was the way to go. I ordered them in the morning, and he got them just before five the same day.

For lunch I went home and had some more cheese and more tomatoes.

But I was still hungry when I got back to work, so I stopped at [Please and Thank You](#) (surprisingly not LIBA). I ordered a Laura Palmer (if you get- and love- the "Twin Peaks" reference there, doesn't that seem like kind of a gross name?) and a fruit cup.

Tonight I need toilet paper, so thank goodness for [ValuMarket](#), for a bunch of reasons. I just now discovered that you can look at their flyer online.

But I won't pick up dinner at ValuMarket. The first Tuesday of every month is double points night for all [Louisville Original Restaurants](#). So I figure I will kill two local birds with one stone and get some points on my card. It feels like a [Come Back Inn](#) kind of night (not LIBA).

Is it déclassé to bring your iPad and watch "Scandal" while you eat at a restaurant?

(Yes, Melissa, it is déclassé.)

Thank goodness I filled up my gas tank because I haven't the foggiest where I could buy gas from a local. There's nothing listed as a LIBA member. Any tips, just in case?

Also I am really looking forward to seeing [Brett Dennen and JC Brooks and the Uptown Sound](#) at the Waterfront on July Fourth, but "outside food and alcohol" are prohibited at the event. Typically, there are few local vendors at [Waterfront](#) events. So I'll either go hungry, sneak something in or spend a chunk of time asking vendors annoying questions. Again, any tips?

It could get a little tricky.

The exciting, exciting life of an Assignment Editor, right? I'll check back in on Friday.