



AUGUST 1996 NEWSLETTER



BRIGHT IDEAS

A special thanks to all of you for your ideas. Here is a sample of the best ones. Let us know if you have more.

A gift certificate to Penny's is this month's award for Idea of the Month. This month's winner is TACOMA for the garage sale "form" idea.

Boise:

When you hand-scrub a car seat or booster seat, often the material dries a little stiff or harsh. Try rubbing the surface with a fabric softener sheet right after you clean the seat. This makes it smell good too!

You know that basket of batteries you have under your counter for testing toys, swings and monitors? Test those batteries with a battery tester before you use them. (Radio Shack has one for about \$9.00) This should save a lot of frustration.

Spokane North:

If something isn't selling move it to another part of the store. According to Tammy the Futon stores regularly move their merchandise around to create a fresh and exciting look. Rearrange once in a while just to keep the customers on their toes!

Little rubber or plastic zipper pulls with the Other Mother's logo might rescue some of those cute coats, and advertise our name as well. This is being looked into. It could be a cute giveaway item as well.

Tacoma:

Could the Corporate Office develop a form to prepare for garage sales and track how much was spent on each of the categories of items? Yes, we can!! See attached sheet- copy and cut - and buy lots of good stuff for the stores!

How about a 'guest book' type of sign up sheet for the mailing list with the Other Mothers logo to set on the counter for the customers with a way to add new pages? Sounds good- we'll work on it.



GRAPEVINE

The Hermans in Tacoma found out their baby is going to be a boy. He's due in late November. No name yet.

Tammy and Dion (North store) are expecting a little one in Early November (they don't know what it is). Hopefully, the babies won't be born at the same time



because we plan to relieve them at their stores the week the baby is born!

SHOP NEWS

BOISE IS REALLY HOPPING! In 1995 they were up 20% in their gross sales from 1994. This year so far (from January to June) they are up 35% from 1995. WOW! How do they do it? According to Nancy and Val they set goals for each month. For example, at the beginning of the month they say "We want to make \$2,000 to \$4,000 more per month than we did last year at this time". This



helps motivate them for those early garage sale mornings and encourages them to do extra promotions and sales if they are not meeting their goals. Way to go Boise!

TIME TICKLERS

By now I'm sure all of you with payroll have turned in your 941 payroll for the quarter ending in June. Also those of you on quarterly sales tax and B&O reporting -it was due the end of July.

Time to start taking winter clothes at the "in-season" price, and of course make a big push for back to school trade-ins. Check with Value Village for their 1/2 price sale if you are not getting enough school clothes. Running an ad always helps too. Perhaps you could offer an extra 10-15% for school clothes trade-ins (size 5 to 14).

To make room for back-to-school and winter clothes you can start clearance sales for the summer clothes throughout August. See if others in your shopping mall would be interested in running a special with you. Yellow tags come out the beginning of September.



OPPORTUNITIES

FIRST DATA CORP is a credit-card processing company. All of the banks use companies similar to this one to process the credit cards, but they add on a middle-man charge. Because we are considered a chain store, they have offered us a special rate for the processor and printer combination unit, very low % charges, and have waived transaction and statement fees. Call Melinda if you are interested.