



# JUNE 1997 NEWSLETTER

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## BRIGHT IDEAS

### Spokane Valley:



Roseanna has a chart from the "Spokesman Review" that shows all of the paydays from various kinds of workplaces. For example, it will tell you when government employees get paid,

when the weekly, monthly and bi-monthly employees get paid, and when various paydays bunch together for the major local employers. This is extremely valuable information for planning sales and spending your advertising dollars when people have the most jingle in their pocket! Ask your local paper if they have a similar chart, or call me (I sent for a copy).

### Peabody Massachusetts:

Look out for these guys -- they are full of good ideas!! Just for a warm up idea, Dora and Jeannie thought we should have the exchange credit slips made into tablets ( with gummy backs-sort of like scratch pads). This would help keep the clutter down on the counter, and make it easier to keep track of the unused slips. Speaking of clutter, they are also having a slide out top drawer installed in two their Baby-Block Counters for tag guns, tags, pens, etc. John from Golden Oak Cabinets tells me he would charge \$45 dollars extra for such a drawer. I'm sure this will come in handy!

### Tacoma:

Those dirty car seat straps are coming clean for the Guy and Cathryn. They soak them in a bucket of Biz overnight before scrubbing them with a brush. Apparently this really makes it easier! Less scrubbing sounds good to me.

**This month's gift certificate goes to the Spokane Valley store for the payday chart! Thanks Roseanna this should help us think about when to advertise most effectively.**

## GRAPEVINE



We have more new folks to add to the Other Mothers team! Jeannie and Dean Souza are the owners of the Peabody, MA Other Mothers. They are planing their grand opening for August 2<sup>nd</sup>. They have a daughter Katelyn that is 12 years old. Dean is in Banking. Jeannie owns and operates two Gymboree (play program) franchises. They have a very large divided building that has more than 2,000 extra square feet for a store connected to the play gym. Their friends Dora and John are assisting them. Dora will manage the store once it is open. They hope to have a lot of cross over business between the two types of franchises. Glad to have you with us!!

## SHOP NEWS



Roseanna and Art are expanding. They are adding a women's clothing ion to the other side of their building.

## TIME TICKLERS



Mid July will be Red tags. Enclosed is your Royalty Coupon books for 1997 and 1998. If you want to you can fill out the months that have already gone by just to have an "at a glance" record of how the year progressed. The lower part of the stub is to tear off and send in with your payment (Ugh!) and spreadsheet. Time for RED WHITE and BLUE windows!

## OPPORTUNITIES



We have ordered plastic bags with our logo and some advertising on the front. They are pretty cute and will be ready in August around the first week. Each box of 1000 is \$37.88. Tammy of the North Spokane store has decided she will give one to each customer with their purchase and if they need more than one bag, she will use her less expensive Costco bags for the overflow.

Happy 4<sup>th</sup> of July!