



MARCH 1997 NEWSLETTER

Melinda and Cole
18425 N. Division Rd.
Colbert, WA 99005

telephone (509) 467-5133
email:omhead@ix.netcom.com

BRIGHT IDEAS



Spokane Valley:

For a few months the Valley store has been offering a grandparents card to their customers. For every \$10 spent in the store, they receive a stamp on their card. When they have 10 stamps they receive a \$10 discount. Roseanna says its working well for her, and provided the enclosed sample. Let us know if you would like these cards for your store.

Another great idea from Amy that works in the Valley was to have Plastic Easter eggs in a basket with various discount coupons inside. When a customer comes in they pick an egg and receive 10%-75% off their clothing purchase. Of course, you would have a lot fewer 75% offs than 25% offs, but this sounds like fun for every one!

Spokane North:

As Tammy gains more employees she needed a way to communicate policy changes and reminders to all of them. Often she would get busy and forget who she had told what. She came up with the idea for a bulletin board in her backroom/break room that posts the new communications.

Tacoma:

Cathryn and her mom, Sandy wear matching Disney sweatshirts to the shop. They are the nicer quality shirts, in bright primary colors that match the store. They receive lots of compliments every time they were them. It certainly adds to the friendly atmosphere of the store.

Boise:

Too many swings and monitors were coming back to the store for refunds because they are "broken" even though they were tested when purchased from the previous owner. Nancy is now insisting on showing the new owners how they work BEFORE they go out the door. This seems to cut out the number of returns.

This month's gift certificate goes to Spokane Valley for there dual ideas. Great Going Valley!!

GRAPEVINE



Busy , Busy Boise! In the next couple of months Nancy and Val have 2 graduations - Amanda from High School, Aimee from Ricks Jr. College Angela is returning from her Mission for their Church, and Adam is getting married. Hurray for the awesome "A" family!

SHOP NEWS



North Spokane's first two months of this year were up 45% from last years January and February. THAT IS ALMOST DOUBLE THE BUSINESS!! WOW!!

TIME TICKLERS



Easter is near but you still have time to have an drawing for a gift certificate (usually \$50), giant stuffed rabbit, and a larger Easter Basket full of goodies (1st, 2nd, and 3rd prize respectively). We did this every year in the Boise store and Nancy and Val are still carrying on the tradition. The customers look forward to it. With a little advertising this can be a wonderful draw. Time to change to Dark Green tags in mid-April.

OPPORTUNITIES



Correction from last January newsletter: The Maternity Pillows that Boise ordered are actually plastic forms (not ones the Mom's can try on). Nancy says they are wonderful however, and the cost is only \$23.95 each. They also order "Foam Flexi Kid Mannequins" for \$75-\$91 each (see inclosed picture.) If you order 3 sets of colored price tags (15,750 tags) we can have them printed and cut for \$105.00 + Tax. This is the best price we've found yet.

Happy Easter!