



# AUG 1999 NEWSLETTER

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## BRIGHT IDEAS



### Oklahoma City, Ok

There is a big affair at the College in Oklahoma City. They have a large children's tent where participants can spend the day doing all kinds of crafts.

The Brunsmans are going to supply logo bags for participant's art work. Of course, the bag will contain an Other Mothers coupon in it. Because the Spokane Valley store had over 75 coupons returned for their \$100 cash drawing,... they thought they would put that on the coupon as well!

### OM Headquarters:

Enclosed is some copies of the printout of a map program we are using for garage sales. It takes a little more time to type in addresses the night before, but it sure saves time finding things the next day. On the map, we include time of the sale, what they are selling and what order we plan to hit the sales. Both the overview and the close-ups have been very helpful. Contact Cole for more information.

### Portland, OR:

Cathy is in a high-traffic mall. She laminated the policy-sheet and put it in the window for people to read. She has done some inexpensive advertising on cable TV. They show the logo, mention Other Mothers and give the address. Some people mention they saw her ad on TV when they come in.

**This month's gift certificate goes to the Peabody store. They always pay their royalty the first day of the month. We thought that was worthy of an appreciation award! Thanks Dean and Jean!**

## GRAPEVINE:



Yeah! The Rusins took first place in the parade with their "Baby Block" float. They got a certificate and a \$25 prize.

## SHOP NEWS:



We are very excited for Dean and Jeannie Souza. Newspaper readers voted their store the number-one children's store on the North Shore. Their reward will be a plaque presented at an awards dinner. I'm sure this will bring some new faces into their store.

## TIME TICKLERS:



Red tags until September 1<sup>st</sup>, then yellow for 6 weeks, and then orange in October.

Check your supplies and order ahead. It's taking awhile to get them made. All winter clothes should be out by now. I'm sure you are having fun with your "back to school" windows. Other Mothers Valley put a black board painted with white "back to school" letters outside to lean against their sandwich board sign.

**GET YOUR PRICE CHANGES ON THE FURNITURE LIST READY! WE NEED TO UPDATE THE LIST.**

## OPPORTUNITIES:



*Sew Sweet Stitches* that makes Premie clothes ask me to remind you she has newborn "Bring Me Home" clothes for the same price, \$8.55 per outfit, as the premie

clothes.

Call 800 891-0569 to order.

I'm sending the computerized outline form of the price list to all the stores now on the new POS system. You can look up items quickly on the list by "clicking" the main category, then the sub-category, then the item. We need to update and refine it, but it makes looking up prices a lot easier.

Speaking of new computer systems...if you are an established store, you would probably qualify to buy the new system on a payment plan through the company we are working with. Call us for more details.

**garage sales = better cash flow!**