



# DECEMBER 2000 NEWSLETTER

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

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

## BRIGHT IDEAS



### Stevens Point, WI:

Randy developed a chart for cleaning deductions on furniture and toy items. For example, if it takes ½ hour to clean an average stroller @ \$6.00 an hour, the charge would be \$3.00. If a car seat needs to be taken apart, washed and put back together, it would take about an hour or \$6.00. Cost of cleaning toys might range from 50¢ to \$1. The chart helps make decisions and also helps explain those decisions to customers. He'll send the chart next month.

### Waterbury, VT:

Toni's business cards are printed with a space for the customer's exchange credit number on the bottom. This makes new customers feel more secure, because they have something to "hold in their hand".

### North Spokane, WA

Tami spotted a great article in the December issue of Parents Magazine: "125 Dangerous Toys, and Other Hazards". We liked the format so well that we drove all over town to find more copies to send you. If the majority of you like this format, then Cole will develop a similar layout for our more extensive recall list. Let us know how you like this format. Also, Tami cleans arm bars on car seats and booster seats in the following manner: To keep them from shredding and wadding during the wash cycle she rolls them first (outside-out) then places heavy coats or other items on top in the wash load. She always air-drys to avoid shrinkage. Even if you have a tag on each piece of a two-piece outfit, it's difficult to keep pieces together. Tami places pieces in individual clear bags for each size. This is much easier, according to Tami, than trying to find matches out of one big bucket.

**This month's gift certificate goes to the North Spokane Store. It was a tough decision, all the ideas were so good this month!**

## GRAPEVINE:



Melinda is going to Germany for the holidays to see her daughter's family. Her son from Kuwait will be there also. She will be gone for 3 ½ weeks, but Cole will be here to answer questions and requests. Sherena (Melinda's store

manager) is able to answer store related questions. Toll free number: 888 467-5133. Cole's been busy making his famous Christmas candy this week. Enjoy

## SHOP NEWS:



Toy Sale results are in: One of the Phoenix stores tried a toy sale for the first time. They sold out within one hour! They could have used a lot more toys they said. Also, they didn't set limits on the employees buying the night before, so many of their employees did their Christmas shopping during set up. In spite of all this they did make over \$3,000 that day, but that is not unusual for them on a normal Saturday. They held their toy sale one week before Thanksgiving. The Spokane Valley made \$3,700 on Saturday Dec. 2<sup>nd</sup>. More than 40 people were waiting outside before opening. Crowd control measures definitely came in handy. Other results: Boise store \$4,400; Nampa Store \$3,200. Stevens Point \$1,700. They all held their toy sale the day after Thanksgiving and are considering a different day next year, due to the competition from the big chain stores for that day.

## TIME TICKLERS:



Blue tags Dec. 1 to mid Jan. Purple tags until March 1<sup>st</sup> then light green. Try to do your inventory as close to Dec. 31 as possible. Make copies of ALL your completed sheets and return them to us by the 10<sup>th</sup> of Jan. Please fill in all the blanks on the top of the Master Sheet.

## OPPORTUNITIES:



The "clothes pin system" of pricing has proved so useful for high volume stores that for the price of materials and shipping (\$20-\$25) we are offering to put together a pricing kit for you. If you have too many "drop-offs", this will greatly improve your efficiency and service to customers.

**!Happy Holidays and a fabulous NEW YEAR**