



# MAY 2000 NEWSLETTER

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## BRIGHT IDEAS



### Berlin, VT:

Toni and Jodi have their store in an area with the lowest median income of any area with our stores. While customers want and need

their store, the quality of merchandise from local customers is not the quality the store requires. For over a year now they make monthly "buying trips" to a city that is more than two and a half hours away. They buy at Salvation Army and thrift stores. They also go more than an hour away to garage sale every week. They say it makes a *tremendous* difference in their cash flow. (A reminder to those of you who have the sources nearby but have gotten a little lax on outside buying.)

### North Spokane, WA

Tami would like to remind everyone to "double price" their furniture items. In other words, put a toy sticker somewhere on the base of the item, and on the string tag carefully describe what the item is. ("Evenflo, On My Way, dk blue"). The customer-switching- tags problems occurs when the store has high sales volume, and there are many similar items. When her staff sells the item, they always look for that second sticker.

### Spokane Valley, WA:

The Spokane Valley store was running low on furniture items (that was prior to garage-sale season), so they put up several signs around the store and on the front door that said: Other Mothers needs Baby Furniture ! Cribs, Exersaucers, Toddler Car Seats, Play Pens, and High Chairs. It jogged the customer's memory, and they started quickly bringing in furniture. Signs need to be changed, or taken down after a time because they eventually loose effectiveness.

**This month's gift certificate goes to the Berlin, VT store. We will combine their certificate with some extra to congratulate them on their special event. They plan to purchase a Maxi-Mom Double front pack carrier. They could really use one! Read on for further details:**

## GRAPEVINE:



Two wonderful babies, IDENTICAL TWIN BOYS, were born April 14th, to Toni and Jodi from Vermont!! Orion John weighed 6 lbs 8 oz. and Damion Anton weighed 6 lbs.1 oz. That's a lot of baby! The babies and mother are doing very well, but they still can't tell them apart easily. They had to paint one of the babies toenails with purple nail polish so they wouldn't get confused. Toni had a c-section because one of the babies was breach, but all went smoothly. Toni is already back to work part time in the mornings and they made their first buying trip already. She is a "Maxi-Mom".

## SHOP NEWS:



Cole and Melinda will be down in Boise for the next few days to help with Val and Nancy's move to a larger location. If time permits they will help Cathy with Portland's move to a new location.

## TIME TICKLERS:



The first of June is time to switch to light pink tags. Mid-July and all of August will be dark pink or red tags. I hope everyone is reaping the benefits from garage sale season. For those of you who have not filled out the year-end information on the disc Cole sent you, please do so. Send it along with form 1120 or 1120s if you are a corporation, or Schedule C if you are sole proprietor. Enclosed is your new price list and brand-name list. If you have Quattro Pro on your work computer ask us for a disc so you can use it at the trade in counter for easy look up.

## OPPORTUNITIES:



Spokane stores have split the cost of Public Television ads. They are on twice a day in the morning while children's programs are playing. The cost of the 30 second "sponsor" ad is \$333 per month. That is actually a small enough cost that some single stores may be able to handle the cost alone. If you would like a copy of the video ad give us a call.

**You snooze you lose on garage sales!**