



OCTOBER 2000 NEWSLETTER

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BRIGHT IDEAS



North Spokane, WA:

Where Tami last worked before joining Other Mothers, they called the cleanup girl "Cinderella" (See last months newsletter). We love it!

If we notice something out of place, we just say: "Cinderella, someone left a bunch of clothes in the dressing room!"

Phoenix, AZ:

Last month we mentioned "pricing bins" to speed trade-ins. However, I think the Phoenix team has found an even better solution for store owners too busy to tag and price when customer bring in their clothes. This is a chronic problem for stores with a sales volume of \$15,000 per month or more. Their solution was ingenious. They got lots of wooden clothes pens from the Dollar Store, Pick and Save, etc, and color-coded them with felt pens. Red, for example, would be \$1.99, orange \$2.99, yellow \$3.99, green \$4.99, and so on. In addition to a colored mark, each pin would have the price written on it. Although, they don't use this, a gray pin might represent an extra 50 cents for an item. So, a \$2.49 item might have both a red and a gray clothes pen. The clothes pins are in small containers on the pricing counter. The "pricer" just pins items and totals them. The clothing then is sorted as normal: for most stores this means, girls long outfits, dresses, pants, etc. each in their own bin for later tagging, sizing, and hanging. This approach tends to speed pricing so a back-log does not inconvenience customers. A bonus is the clothes-pins keep two-piece items together until tagged. Although Phoenix is still working out kinks, this could be a great idea that works with processing systems already in place.

P.S. We just found plastic clothes pins in eight different colors at a dollar store - Melinda can give you information on how we're implementing this.

This month's gift certificate goes to the Phoenix Stores. What an awesome idea!

GRAPEVINE:



Jean and Dean Souza have a lot to be proud of. Their daughter Katelyn started high school at the Academy of Notre Dame. She took the SAT's last December in 8th grade and scored

1180!!

She's the Brain. Next is the brawn: Melinda's daughter Layla took the World Championship featherweight belt in the IFBA (International Female Boxing Association). At 21, Layla is the youngest woman ever to hold a world title. The fight reports, pictures and a bio are located on the Internet sites: womenboxing.com and womensboxingpage.com

SHOP NEWS:



Two stores last month broke into the \$30,000 or more a month league. Both the Boise store and the North Spokane store had sales of \$30,000 or more. I remember when each of those stores only had sales of

5K to 6K per month. Time and good management can turn stores into winners. There is hope for all of us!

TIME TICKLERS:



October 15th through November 30, Orange tags. December through mid-January, Blue. Then purple through February. Enclosed is a mail out example for November. Quarterly taxes are due at the end of this month. (941, sales, and others).

OPPORTUNITIES:



If you and your store employees are dressing in costumes for Halloween, then don't forget to send pictures for our Halloween Contest. Best group will win \$50!

GET THOSE HOLIDAY OUTFITS OUT, IF THEY AREN'T ALREADY.

ENJOY YOUR TURKEY DINNER! WE HAVE A LOT TO BE THANKFUL FOR IN THIS GREAT COUNTRY.

BE SURE TO VOTE FOR YOUR CANDIDATE!