



# SEPTEMBER 2000 NEWSLETTER

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

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

## BRIGHT IDEAS



### Portland, OR:

Melinda and Cole took a trip to see Cathy De Young at the Portland store. Unlike most of our stores, she takes baby bottles, and does well with them. She puts them in finer-mesh baskets that attach to the grid system. Most of the Bottles are 99 cents or less, and of course she only takes the cutest ones. It was good to see Cathy and we noted that her new location is an excellent one. Congrats Cathy!

### Spokane Valley, WA:

We're so busy that cleaning up the store was being put on the back burner. We came up with a daily "CLEAN UP PERSON" list (see inclosed). It has made a HUGE difference in the appearance of the store. The designated clean-up person rotates on a daily basis. The clean-up person has lighter duties on trade-ins and processing that day. She checks dressing rooms, keeps mirrors and front door clean, picks up the floor every hour, takes out garbage, takes stuff to the back room, etc. She will vacuum if needed and does all the light scrubbing of car seats and toys that come in. She also "picks a project" to finish that day (straighten shoes, toys, maternity section, back room, bins, or something else that we can't seem to get to). The manager or owner initials her off at the end of the day, and her name goes into a canister for a drawing on Saturday. The "winner" gets a \$5 (5 one-dollars coupons) gift certificate for Wendy's (our favorite quicky lunch place.) For about \$20 a month, we have a much nicer store!

### Oklahoma City, OK

Michelle noted that one of her competitors sorted clothes into bins according to price. For those of you that like to be the "pricer" this might be an interesting idea. Buckets are labeled \$1.99, \$2.99, \$3.99, etc. While this doesn't allow for much price-break variation, it can save time for the "pricer". Any employee can tag, size, and put the price on the items once they are in the bucket. It could be something to think about during the busy Fall trade-in season.

**This month's gift certificate goes to the Oklahoma Store. Keep those ideas coming! It helps us all.**

## GRAPEVINE:



We welcome the new owner of the Fort St. John, B.C., Canada location, Karol Domeji. (Teresa and Craig have moved to Edmond and will pursue the development of Canadian franchises). Karol has 2 grown boys, and 2 grandchildren. She runs the store with her daughter-in-law, Tammy. Her husband Mike is a consultant in the Oil business. She jumped in right at change of season, and, like the rest of us, she is up to her ears in trade-ins. Welcome to our world, Karol!! Correction from last months news letter: The financing for the Everett store did not go through, so Wendy still owns and operates the Everett, WA store. As it turns out this is a happy thing since Ken's office did not move to Tacoma, but Bellview instead. Wendy says she loves the store, and is glad to have it back.

## SHOP NEWS:



We can't help it, one more brag about Springfield. Their second month in business they grossed \$26,200! Stores over the 50K last month: 3 Phoenix locations. Stores over the 20K last month: Boise, Nampa, ID, North and Valley Spokane, WA, Springfield, MO & Tacoma, WA There are five other stores on their way (between 10K-20K). Yeah Team!

## TIME TICKLERS:



Yellow tags (or gold) from September 1 until October 15<sup>th</sup> then Orange tags. Halloween Costume time. Think about a November mail-out for Christmas- worthy toys for a big Dec. 2 toy sale. We can help with the layout, if you request an advertising mat.

## OPPORTUNITIES:



Karol is looking for some good *new* gift item ideas for baby shower shoppers. Let us know what is working for you.

**Dressing for Halloween? Send us Pics with your paper work and checks by the 10 of November for a contest prize!**