



FEBRUARY 2001 NEWSLETTER

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BRIGHT IDEAS



Phoenix, AZ:

While visiting Phoenix (Melinda's nephew was getting married-Awesome wedding) Cole and Melinda saw one of the Phoenix stores. The store had some ready-made crib signs that indicated how much the crib cost. The signs were laminated, hole punched, and re-useable. These signs were about the size of an 8½ X 11 inch sheet of paper, with a cute boarder print. They were secured with large zip-ties (cable ties). These signs could be made about the same size as the signs at the end of our racks (51/2 X 4 1/4) or one fourth of the size of a sheet of paper. Let us know if your are interested in a set of these signs. We'll make them for you at cost.

Stevens Point, WI

Randy has quit his "other" job and is now working for himself and continuing to help Laureen with their growing store. He is working for himself as a photographer with Visual Image Photography doing pre-school and day care photography. The busy season for photographs coincides with the slow seasons for Other Mothers! The president of his company is interested in the possibilities of photo shoots in various Other Mothers stores. We have used this as a promotional tool before, and it was successful. Randy will do a session for his store and pass the information to us about how it works. Enclosed is a chart Randy developed for "Cleaning Deductions". This helps customers understand this is standard practice.

Headquarters, WA

Please copy the surveys and have your customer complete them while you are ringing up their sales. If you do this, your store's weak areas will quickly become evident to you. This information will help you correct problems. **(However, send us the tally sheet.)** Enclosed is a copy of our Field Inspection notes. Either check yourself or have an impartial person make an inspection for you. It is easy to get complacent about how our store looks and operates. Remember, every store has room for improvement!

This month's gift certificate goes to the Rusins in WI. Also, they were the very first ones to send us their inventory sheets and records for the year! We really appreciate their promptness.

GRAPEVINE:

We would like to share with you some cute pictures that we have received recently. There is a picture of the twins and big brother from Vermont. Laureen is holding the check for the Children's Miracle network. Randy is to the left behind her.



SHOP NEWS:

Randy and Laureen's float took first prize this year in their local parade. They put their baby block counters on a flat-bed along with a crib and large toy item.



They threw candy, and gave out coupons. Congratulations! Also, because of their work with the Children's Miracle network (they donate proceeds from quarter sale items), their quarter sale may be filmed for a segment on the telethon. Great

exposure!

TIME TICKLERS:

March 1st light green tags. Dark green will be mid-April. For those of you that have not sent in your summary disk (year 2000) or tax information, please do so. The tax form required by your contract is schedule C if you are a sole proprietorship or form 1120 or 1120s if you are a corporation. Your tax form should be sent to us as soon as you file your taxes. Thanks.



OPPORTUNITIES:



The Coupon we inclosed last month for the Giant Easter Basket drawing and \$5 off of \$25 is really paying off for the Spokane Valley store. There is still time to announce that your spring clothes are out and send out Coupons. You could also use the same idea for a coupon in some other form of local advertising. **LET PEOPLE KNOW YOU ARE THERE!**

HAPPY ST. PATRICK'S DAY