



JANUARY 2001 NEWSLETTER

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BRIGHT IDEAS

Portland, OR:

Cathy (otherwise known as the "Mall Brat") marks all of the items destined for the quarter sale with a small "o" mark on the label or the bottom of the item. She uses an indelible ink marker. She says it doesn't take too long and it serves two purposes:

1. It prevents people from ripping price tags off regular items and trying to buy them as quarter sale items.
2. We all have customers who buy things from the quarter sale and then try to sell them back to us at a later time as a trade-in. That would be OK if they fixed them up, but often they just bring them in again hoping we will take them. The "mark" helps identify those items (and sneaky customers).

Her 25-cent sale runs all week and for an extra weekend. She puts out half her 25-cent items the first week and the rest on the second weekend. This way she has more room and time for the items to sale.

We may have mentioned this before: Cathy made her policy sheet poster size, laminated it, and posted it in the front window.

Spokane Valley, WA

While doing inventory of summer items, we put them on hangers before putting them back into clear plastic bags. Now they are ready to go out February 1st with a quick lick of the steamer. For those of you tempted NOT to steam...that would be a big "no-no". Steaming clothes separates us from junk stores, and allows us to charge more for clothing items than if they are not steamed.

Remember that steaming is not only part of your contractual obligation with Other Mothers (procedures manual), but, more importantly, it benefits you and your store.

This month's gift certificate goes to the Portland Store. Thanks so much Cathy!



GRAPEVINE:

Nancy and Val are again proud grandparents. Aimee, their daughter,

had a handsome, well behaved, and not to mention intelligent baby boy, Dalton, 7'14". That makes four grandchildren and one more on the way!

When Melinda returned from Germany the Learning Channel encouraged her to come to New York for Layla's boxing match and an interview. They had been filming Layla for a special that will air sometime in June. We will let you know the times when we know.

SHOP NEWS:



Most of us hate January. Business is down, and taxes and other year-end information is due. For those of you who are new storeowners, this happens EVERY year. Some things you can do will help. Planning: (toy sale in Dec. for extra cash, saving money in the

Fall, cutting down on payroll and other expenses, and having cribs to fix up and sell). Also, consider putting out summer clothing as soon as possible. People will buy them, and it will help with the "thinning racks" that usually occur this time of year.

TIME TICKLERS:

Purple tags until March 1st then light green. Make



copies of ALL your completed inventory sheets and return them to us as soon as you can. Please fill in all the blanks on top of the Master Sheet if you have not already done so. How about some Valentine windows with red outfits (left over from the holidays) galore.

OPPORTUNITIES:

We found out that American Express offers dinner gift certificates good at any restaurant that accepts American Express. If you are the "idea" winner and would like have this as your reward, let us know. We could sure use some new ideas!



Valentine hugs to all of you!