



# NOVEMBER 2001 NEWSLETTER

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## BRIGHT IDEAS:

### South Jordan, Utah



We have so many ideas this month that some will need to go in next month's newsletter. Janet and Dallas had special candy made up for their grand opening. (We enclosed some for you). The company that makes it can ship a box to anywhere in the USA. It was great fun to have candies with the Other Mother's logo. Special promotions or parades came to mind. At the Valley store we gave some away at Halloween.

Dallas had a great idea about including e-mail information as part of the information that the customers fill out when they bring a trade-in or sign the guest-book. He hopes to save some advertising money by e-mailing special sales and events to customers with e-mail. What a great idea!

### Brentwood, CA

Sharon had pens modified by a local hand crafter. They were wrapped with floral tape and had silk flowers on the end. These flower-pens sit in a small flower pot filled with pinto beans beside the cash register. Customers can use these pens to write checks or sign their receipts. The pens are so different that customers are unlikely to absentmindedly walk off with them. They're very cute.

### Waterbury, VT

We always accuse Toni in Vermont of "bubbling over with ideas", but this proves it. She noted one of the local toy stores in her area had a bubble machine in the front of their store that attracted her attention and made her little boy want to stop there. She talked to the owner and found out he had these bubble machines for sale. They are \$95.00 and can be shipped. A very good idea for those "tucked" away a bit. Apparently the bubbles go pretty high and do not make a mess. Neat idea!

**This month's gift certificate goes to Janet and Dallas in South Jordan, Utah. Thanks!**

## GRAPEVINE:



Lauren and Randy (WI) received their little miracle baby this month. Miranda Lynn. Early and little as she is (2 lbs, 11 oz.), like her parents, she's a little fighter.

She was off the respirator within 24 hours and gaining weight. Her parents are more than thrilled. We are all so happy for them!

Two owners are in the reserves and have been called up to active duty. However, they have assignments their families are not too worried about. Dave Brunsmann in Oklahoma is assigned to local airport security. Kevin Holle is assigned to gate security in Wayneville, MO. Unfortunately, they only see Kevin on weekends, but the alternatives are worse. Our salute to them both.

## SHOP NEWS:



Brentwood's new owners, Sharon and Leon, hit a new record for that store-\$12,500. They are on their way up! Good work. October was yet another record month for Sheryl (MO) \$38,500! We continue to be happily astounded.

## TIME TICKLERS:



December and first two weeks of January are blue tags then purple. We will send you inventory sheets with next month's newsletter.

## OPPORTUNITIES:



Call Melinda if you want the numbers for the candy company, flower pen maker, or the bubble machine vendor. Dallas Pilcher in Utah is still interested in splitting truckloads of discounted diapers with other store owners. We've had one other call indicating interest. We will pursue this if there is other interest.

Hope your Holidays are happy and warm!