



APRIL 2002 NEWSLETTER

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BRIGHT IDEAS:



Spokane, South Hill, WA

Brenda is loaning clothes from her store for a fashion show at a nearby church. In return they display her advertizing (blown-up

business cards, laminated on art easels.) Their mascot, a bear, also will wear a t-shirt with the Other Mothers logo. For a mere 50 cents, Mail Boxes, Etc. makes an iron-on transfer for t-shirts and other items.

Spokane, Valley Store, WA

A deposit was stolen from a locked file cabinet in the store. Employees had access, because the "closer" needed to put away the deposit at the end of the day. Although it was possible to narrow who stole the deposit to current and former employees, was difficult to prove that a specific individual stole it. A meeting with all Valley store employees was called. They were asked to list areas where they saw a security and to suggest what they thought could be done about it. Store records indicated a consistent pattern of monthly shortages since June last year. No accusations were made, but store records showed a relationship of when a specific employee worked with shortages. Within a day that person quit, and the problem of "shorts & shorts" instead of "overs and shorts" ended.

Additional security measures have been taken, which we will share with you in the next few newsletters. One of the first things we did was take an idea from the Boise, ID store and modify it for our nightly deposit.

Boise, ID

Val took a key lock box similar to one that might be used at a car dealership or real estate office. He cut a slot in the top to drop the deposit in every night. We did the same thing with a small BRINKS Home security safe from Costco (\$59.) Cole used a grinder to cut the slot, but you might get your local hardware store to cut it for you. The unit was mounted on the wall. We put another safe in a file drawer to keep un- used checks in. Only

owners and the manager can remove things from the safes.

This months gift certificate goes to Spokane South Hill for their fashion show ideas.

GRAPEVINE:



Sherri and Paula are busy preparing a fourth store for its grand opening next month in Chandler, AZ. Frank is remodeling the 5,400 square-foot store, while Paula gets merchandise ready. We stopped for a tour on our

way to Colorado. They have a lot of work before their projected opening in late May, but it looks like it will be another awesome store.

SHOP NEWS:



Spring sales are up quite a bit for most of the stores around the country. First quarter sales were up significantly from previous quarter sales. Most storeowners are complaining that they're too

busy now!! Nice problem to have!

TIME TICKLERS:



Dark green tags through May and then light pink through June and the first two weeks in July. Dark pink or red through August.

OPPORTUNITIES:



Sun glasses from D&D Distributors are selling like crazy for the stores that have them. Sunglasses for babies sell for \$2.99. Toddler and kid's sunglasses sell for \$3.99 (that's double the money we pay for them.) D&D also sell a carousel to display the sunglasses.

1-800-262-9435

Garage sale season has arrived! Get out there and improve your cash flow and furniture supply!!