



# APRIL 2003 NEWSLETTER

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## BRIGHT IDEAS:



### Wooster, OH

They finally had their Grand Opening (more on that later) Anne's sister-in-law, Dee had a particularly good idea. Most of our stores use the tag gun to keep little socks together in the bin basket. Dee places the needle in the foot of the socks and then back out again about a half inch from the original entry (as if she were stitching the socks with a thread and needle). Then she would pull the trigger to place the tagit. The socks are held snugly together and did not tangle like socks only tagged at their top.

Anne was asked many times when she first opened "Where did you get all your stuff?" All of us get asked this question from time to time, especially from potential new store owners or competitors who might call existing store owners for more information. We don't want to make this information widely available, but also don't want to be rude. Anne has a particularly good way of answering. She simply says "Oh, most of it came from local people." She DID NOT say, "We ran ads, we went to garage sales, thrift stores, and bought some of it from the franchiser and their vendors." We see many "brain pickers" in the business so be careful!

### South Hill, Spokane, WA

Brenda was tired of merchandise staying too long in employee "Stash Buckets". Every Saturday she dumps the buckets on the counter and employees either have to buy the merchandise they're reserving then or put it back on the floor. She reserves the right to take out what she needs for the store. Like many Other Mothers stores we also have a problem with the "Stash Buckets" getting too overloaded, so we have adopted a similar plan. We dump stashes every other Saturday just before payday Monday. That way employees can adjust their payroll cards to reflect work credit, or they can purchase their items with a check that we will cash on the following Monday.

**This month certificate goes to the**

**Wooster, OH store. Thank you!**

## GRAPEVINE:

Brenda (south hill store) had a very nice article about her store in the newspaper. Her business has about doubled since moving to her new location.



## SHOP NEWS:

Ohio store opened with no counters (don't ask), no electricity on the side of the building with the cash register, no front phone, no credit card machine, a roof that developed a leak, and a sink that broke upon installation. In spite of all this they are off to a terrific start. Their first day was over \$1,100 (mostly clothes) and next Monday was over \$700. Location is excellent, demographics are good, and competition is limited (and very worried--they have been in there every day since she opened). In addition, Anne is very friendly, hard working, makes good buying decisions and has excellent support from her husband and other family members. We think she will do very well!



## TIME TICKLERS:



Dark green tags will be through the end of May. June to the middle of July will be pink tags, the dark pink or red tags through August.

Quarterly taxes are due at the end of this month.

## OPPORTUNITIES:



Enclosed is a sample of barretts sent by "My Angels Touch" She is willing to ship them to any store.

**Hope your Easter Holiday was pleasant.**